



# **Selling to the Federal Government**

**SBA Cleveland District Office**

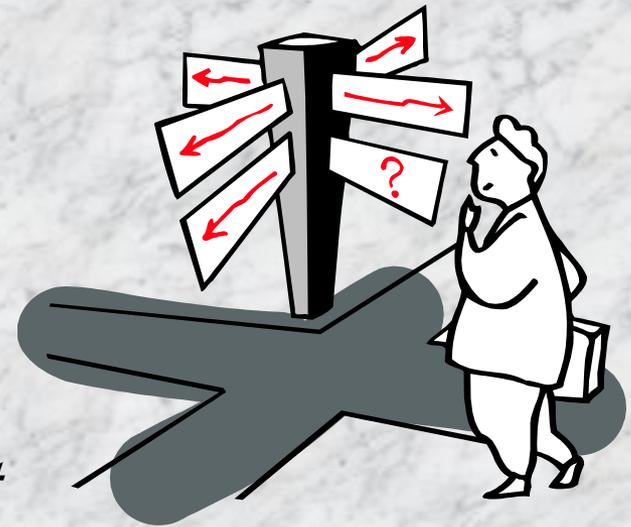


## *First Thing To Do*

- Obtain a Data Universal Number System (DUNS) Number

[www.dnb.com/us](http://www.dnb.com/us)

- *DUNS Number can be obtained free-of-charge at time of CCR registration (see next slide)*





## *Register Your Business*

- Central Contractor Registration Database (CCR)
  - Keep Current (Update yearly at minimum)  
[www.ccr.gov](http://www.ccr.gov)
- Online Representations and Certifications Application (ORCA)  
<https://orca.bpn.gov/>



# *Know the Federal Contract Certifications*

- **Self-Certifications**

- Small Business – **NAICS Codes**

- Woman-owned Business

- Veteran-owned Business

- Service Disabled Veteran-owned Business

- **Formal Certification Programs**

- 8(a) Business Development

- HUBZone



# *Formal Certifications*

- **Requires SBA Approval**
  - **8(a)** - Socially and economically disadvantaged firms enrolled in a 9-year business development program.
  - **HUBZone** - Small businesses located in areas identified as historically underutilized business zones, and with 35% of its employees living in HUBZones.



# *HUBZone Program*

## **HUBZone Program**

- Applies to purchases over \$3,000;
- Must be certified by SBA - no term limits;
- Recertification required every 3 years;
- Competitive and sole-source program benefits;
- 10% price evaluation preference
- Principal office must be in a HUBZone
- 35% of employees must live in a HUBZone
- FAR 19.13





# FedBizOpps

## Identify Opportunities – Follow the Money

**FedBizOpps**  
Federal Business Opportunities

★ **Find Business Opportunity**

★ **General Information**

- ▶ Section 508 Vendor Notice
- ▶ Interface Description
- ▶ Management Responsibility
- ▶ Frequently Asked Questions

★ **Privacy and Security Statement**

- ▶ Privacy and Security Statement

★ **FedBizOpps News**

- ▶ What's New?

FedBizOpps.gov is the single government point-of-entry (GPE) for Federal government procurement opportunities over \$25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps via the Internet. Through one portal - FedBizOpps (FBO) - commercial vendors seeking Federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire Federal contracting community.

**FedBizOpps**  
**BUYERS**

**FedBizOpps**  
**VENDORS**

★ **Related Links**

- ▶ DEMO FBO
- ▶ DoDBusOpps
- ▶ Federal Agency Business Forecas
- ▶ Federal Assets Sales
- ▶ Federal Commons
- ▶ Firstgov
- ▶ Minority Business Development Agency
- ▶ SUB - Net(Sub-K Opps)
- ▶ Vendor Registration

[www.fedbizopps.gov/](http://www.fedbizopps.gov/)



# *Finding Subcontracting Opportunities*

- Subcontracting Opportunities  
Directory of Large Prime Contractors  
[www.sba.gov/gc/sbsd.html](http://www.sba.gov/gc/sbsd.html)
- SUB-Net  
<http://web.sba.gov/subnet>



*SUB-Net*

<http://web.sba.gov/subnet/>

The screenshot shows the SBA SUB-Net website interface. On the left is a black sidebar with the SBA logo and 'SUB-Net' in yellow. Below the logo are four orange buttons: 'About SUB-Net', 'Search For Solicitation', 'See Award Results', and 'Post Solicitation'. The main content area is white and features a large SBA SUB-Net logo in a grey-bordered box. Below the logo, the text reads 'U.S. Small Business Administration Subcontracting Network'. Further down, it says 'Also see SBA's [Subcontracting Opportunities Directory](#) & [SBA's PRO-Net](#) - Procurement Marketing and Access Network'. At the bottom, there are two links: 'DISCLAIMER' and a yellow 'Privacy Policy' button.



## *Joint Ventures & Teams*

- Investigate Joint Venture/Teaming Arrangements
  - Excluded from affiliation – 13 CFR 121.103(f)(3)
  - “bundled” requirement
  - other than a “bundled” requirement



## *Market Your Firm*

- Present your capabilities directly to the federal activities and large prime contractors that buy your products and services
- Attend procurement conferences and business expos
- Attend Business Matchmaking events



## *Contract Award*

- Are you Responsive?
- Are you Responsible?
  - Pre-Award Survey: Technical capability & production capability
  - Quality Assurance (QA)
  - Financial: accounts receivable, net worth, cash flow
  - Accounting System
  - System for Qualifying Suppliers
  - Packaging, Marking, Shipping





## *Getting Paid*

- Know the paperwork process
- Keep good records
- Know your options
  - Progress payments
  - Prompt Payment Act
- EFT (electronic funds transfer)
- Accept government credit cards





## *Seek Additional Assistance*

- **Procurement Technical Assistance Center (PTACs)** [www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm)
- **Small Business Specialists**  
[www.acq.osd.mil/sadbu](http://www.acq.osd.mil/sadbu)
- **Local District Offices and Resource Partners**  
[www.sba.gov](http://www.sba.gov)
  - **Local Small Business Development Centers**
  - **SCORE** [www.score.org](http://www.score.org)
  - **Women's Business Development Centers**  
<http://www.onlinewbc.gov/>



## *Things To Remember*

- **TARGET YOUR CUSTOMER:** Who buys your product or service? How do they buy?  
When do they buy?
- **KNOW THE RULES:**
  - Federal Acquisition Regulations
  - Contract requirements and specifications
  - How to obtain Contract history
- **PERFORM AS PROMISED:** On-time delivery,  
Good Quality, at a Fair Price