



EFFECTIVE MARKETING

SELLING TO UNCLE SAM
AND
THE GRANITE STATE




New Hampshire
Procurement Technical Assistance Program

March 25, 2009



EFFECTIVE MARKETING

- Government v. Private Sector – *Similarities & Differences*
 - Exploiting the Differences
 - Dealing with the Similarities
- 




DIFFERENCES



Government


- Transparency
- Fairness
- Social Concerns
- Legal Framework
 - FAR, DFAR etc.
- Dispute Resolution
 - Well-defined processes

Private Sector

- 
- Proprietary
 - Decisions base on Business Concerns
 - Social Concerns Optional
 - Legal Framework
 - UCC, state statutes
 - Dispute Resolution
 - “Tough luck” or lawsuit




SIMILARITIES

- Both are VALUE driven
 - Private sector may be more willing to sacrifice “best deal” for speed, relationship building, or other considerations.
 - Government may have a longer-term viewpoint. “Total lifecycle cost” is important.
 - Both are always seeking best value for their \$\$\$.
 - Probe to understand their needs & wants.
- 




SIMILARITIES

- **Both have wants and needs.**
 - “Wants” generally require you to fit your products or services to their preconceived ideas.
 - “Needs” may cast you as their problem-solver. You have to persuade them that you understand their needs, and that you have a solution.
 - Your strongest position – address both. Make clear connections between their needs, their wants, and your products/services. Persuade them that you understand their needs and are offering what they want.
- 



SIMILARITIES


- Relationships are almost always important
 - Most sales transactions occur between people.
 - Relationships are valuable for obtaining information.
 - Relationships play a significant role in establishing confidence.
 - Relationships imply that both parties win.
- 



SIMILARITIES



■ Confidence Factors


- Confidence may be more important in government, where consequences of failure are often $>$ reward for success.
 - Quality
 - Past Performance (Track Record)
 - Technology
- 



CONFIDENCE



- Quality


- “Real Quality” – actual functional equivalence or superiority
 - Quality Systems & Certifications
 - May bring about “real quality”
 - Usually ensures systems for corrective action
 - Shifts burden of due diligence from customer
- 



CONFIDENCE... Continued



■ Past Performance (Track Record)

- Have you done this before, successfully?
 - How similar were the circumstances?
 - Chicken v. Egg
 - Make the best case you can, and understand that if you're weak here, you need to find other ways to build confidence.
 - May need to start out small, or as a subcontractor.
- 



Exploit the Differences



■ Transparency

- Spending forecasts
 - Pre-opportunity information
 - Industry Days
 - Broad Area Announcements
 - Matchmakers
 - Conferences
 - *Sources Sought*
- 



Exploit the Differences




■ Transparency – continued

■ Actual Opportunities

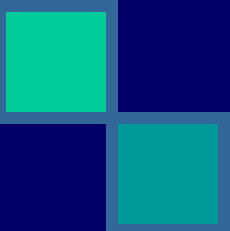

- Many public notice vehicles, relatively easy to monitor
- Subject to rules
- A point of contact is identified, and will usually respond to questions

■ History is largely public information

- <https://www.FPDS.gov>
 - FOIA
- 




Exploit the Differences

- 
- Fairness
 - Government imposes certain obligations on itself to behave “fairly”. Many laws, regulations and policies have fairness as an objective:
 - Pre-award publication of sole-source contract awards
 - Debriefing opportunities.
- 



Exploit the Differences

■ **Social Concerns & Objectives**

- Contracting is one of the tools that the government uses to promote social policies.
 - Many categories of business may benefit from participation goals and/or set-asides*
 - Small business (SB)
 - Women-owned Small business (WOSB)
 - Small Disadvantaged Business (SDB)
 - Service-disabled Veteran-owned (SDVOSB)
 - SBA 8a Program business*
 - SBA HUBZone business*
 - Others
- 



FEDERAL GOALS



- Set Asides






■ SB	23%
■ WOSB	5%
■ SDB (includes 8a)	5%
■ SDVOSB	3%
■ HUBZone	3%

SCORECARD SUMMARY

AGENCY	2007 RESULTS	SMALL BUSINESS	SDB	WOSB	HUBZONE	SDVOSB	FY2008 PLAN
VA	5/5	GREEN	GREEN	GREEN	GREEN	GREEN	ACCEPTABLE
DOE	5/5	GREEN	GREEN	GREEN	GREEN	GREEN	PLAN NEEDS WORK
SBA	5/5	GREEN	GREEN	GREEN	GREEN	GREEN	PLAN NEEDS WORK
DHS	4/5	GREEN	GREEN	GREEN	GREEN	RED	ACCEPTABLE
USDA	4/5	GREEN	GREEN	GREEN	GREEN	YELLOW	ACCEPTABLE
NRC	4/5	GREEN	GREEN	GREEN	GREEN	RED	ACCEPTABLE
DOT	4/5	GREEN	GREEN	GREEN	GREEN	RED	ACCEPTABLE
DOI	4/5	GREEN	GREEN	GREEN	GREEN	RED	ACCEPTABLE
GSA	4/5	GREEN	GREEN	GREEN	GREEN	RED	ACCEPTABLE
EPA	4/5	GREEN	GREEN	GREEN	RED	GREEN	PLAN NEEDS WORK
DOL	3/5	GREEN	GREEN	GREEN	RED	RED	ACCEPTABLE
STATE	3/5	GREEN	GREEN	GREEN	RED	RED	ACCEPTABLE
TREASURY	2/5	GREEN	RED	GREEN	RED	RED	ACCEPTABLE
HUD	2/5	GREEN	GREEN	YELLOW	RED	RED	PLAN NEEDS WORK
OPM	2/5	GREEN	GREEN	RED	RED	RED	PLAN NEEDS WORK
NSF	2/5	RED	GREEN	GREEN	RED	RED	PLAN NEEDS WORK
NASA	2/5	GREEN	GREEN	RED	RED	RED	ACCEPTABLE
DOC	2/5	YELLOW	GREEN	GREEN	RED	RED	ACCEPTABLE
SSA	1/5	YELLOW	RED	RED	GREEN	RED	PLAN NEEDS WORK
DOD	1/5	RED	GREEN	RED	RED	RED	ACCEPTABLE
EDUCATION	1/5	RED	RED	GREEN	RED	RED	ACCEPTABLE
HHS	1/5	GREEN	RED	YELLOW	RED	RED	PLAN NEEDS WORK
DOJ	0/5	RED	RED	RED	RED	RED	PLAN NEEDS WORK
USAID	0/5	RED	RED	RED	RED	RED	ACCEPTABLE

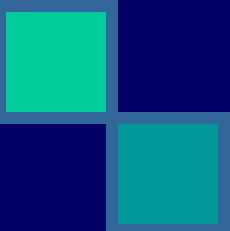

GOALS MET IN FY2007 (5 POSSIBLE)	<ul style="list-style-type: none"> • 3 AGENCIES MADE GREEN ON ALL 5 GOALS • 7 AGENCIES MADE 4 OF THEIR GOALS • 2 AGENCIES MADE 3 OF THEIR GOALS • 6 AGENCIES MADE 2 OF THEIR GOALS • 6 AGENCIES MADE LESS THAN 2 GOALS
---	---

ACHIEVEMENT CRITERIA

 GREEN	THE AGENCY MUST MEET 100% OF ITS GOAL
 YELLOW	THE AGENCY MUST MEET 90-99% OF ITS SMALL BUSINESS GOAL
 RED	THE AGENCY DID NOT MEET 90-99% OF ITS SMALL BUSINESS GOAL




LEGAL FRAMEWORK

- 
- FAR & DFAR
 - Definitions, rules, clauses incorporated by reference
 - Davis-Bacon; McNamara-O'Hara Service Contract Act; Walsh-Healey
 - ITAR, EAR
 - Federal contract law is not UCC
 - Be aware – don't assume
- 




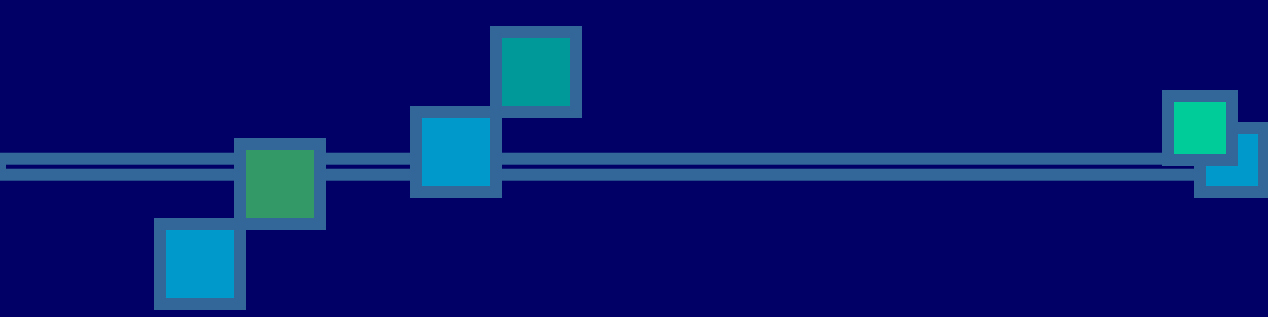
DISPUTES

- Request a Debriefing
 - Appeals Process – obtain counsel
 - appeal to Agency contract officer
 - To GAO, or
 - To Court of Claims
 - Termination for Convenience
 - Termination for Cause
- 

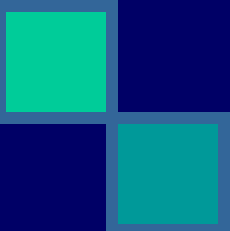



Marketing Tools - Opportunities

- 
- Fed Biz Opps
 - GSA
 - DIBBS & NECO
 - FedBid.com
 - MERX (Canada)
 - www.MyPublicNotices.com
 - Bureau of Purchase & Property, COMPass
- 

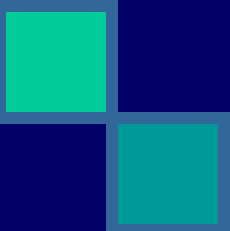



Marketing Tools - Research

- 
- Fed Biz Opps
 - FPDS
 - Bureau of Purchase & Property
 - Internet – Agency & Company sites
- 

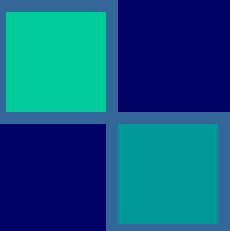


Other Marketing Opportunities

- 
- Matchmakers
 - Educational Events (yours & others)
 - Business/Community/Social Events
- 



What do you need to do?

- 
- Have a clear, consistent message
 - Make it short, but memorable
 - Choose the image that you want to create/maintain; express it everywhere
 - If anything you do conflicts with your message or your image, you risk being perceived as phony.
- 