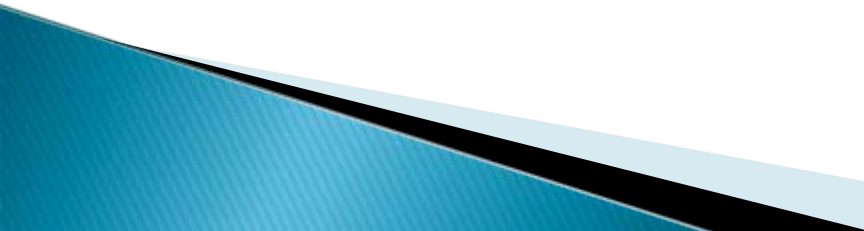


UNDERSTANDING GOVERNMENT SOLICITATIONS

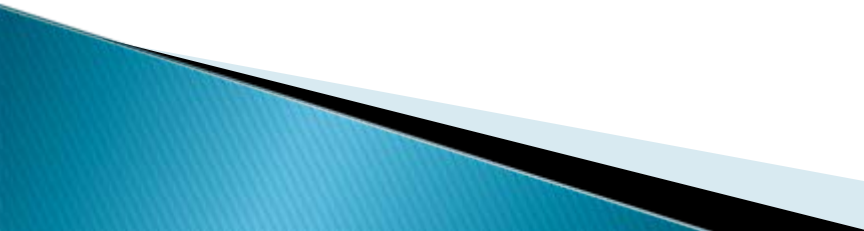
A Guide for Small Businesses
NH Procurement Technical Assistance Program




SOLICITATION TYPES

- ▶ Sources Sought
 - ▶ Presolicitation
 - ▶ Request for Bid
 - ▶ Request for Quote
 - ▶ Request for Proposal
(negotiated)
- 

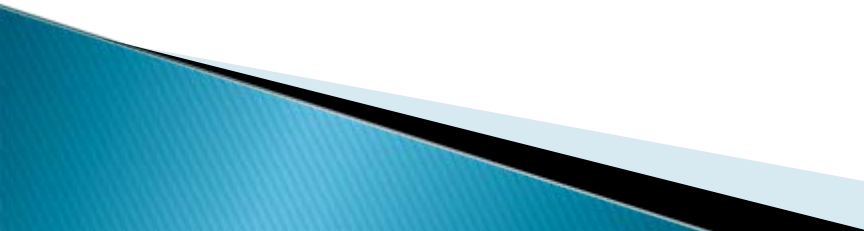
CONTRACT TYPES

- ▶ Fixed Price
 - ▶ Cost Plus Fixed Fee
 - ▶ Cost Reimbursable
 - ▶ Indefinite Delivery (ID)
 - ▶ Indefinite Quantity (IQ)
 - ▶ ID/IQ
- 


THREE CRITICAL PHASES

- ▶ The Bid/No Bid Decision
 - ▶ Preparing the Response
 - ▶ Post-Award
- 

PHASE 1 – BID/NO BID

- ▶ You need to make a good decision
 - ▶ You need to decide quickly
 - ▶ Must have the ability to follow through
 - Time
 - Resources
 - Expertise
 - ▶ Competing priorities
- 

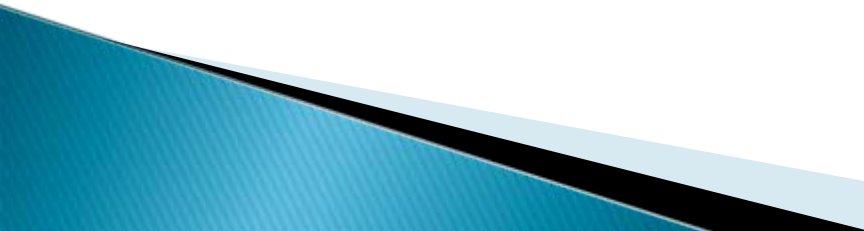
DECISION CRITERIA

1. Am I eligible to bid?
 2. Is it feasible to bid?
 3. Can I deliver the goods or services?
 4. Can I compete?
 5. Do I want the business?
- 

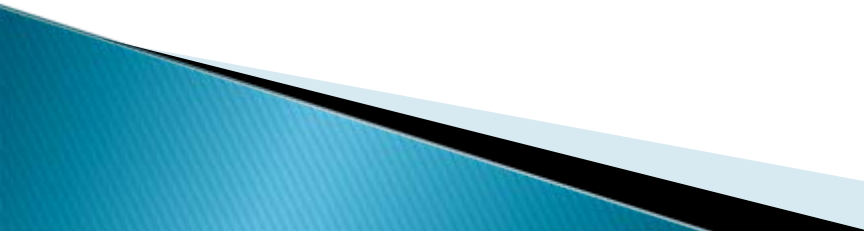
BIDDER ELIGIBILITY

- ▶ Is it an Open Solicitation?
 - ▶ Is it Sole Source?
 - ▶ Is the contract Set-Aside?
 - For holders of existing “master contracts” (MATOC, etc.)
 - For small business?
 - Applicable size standards
 - Special socio-economic categories
- 

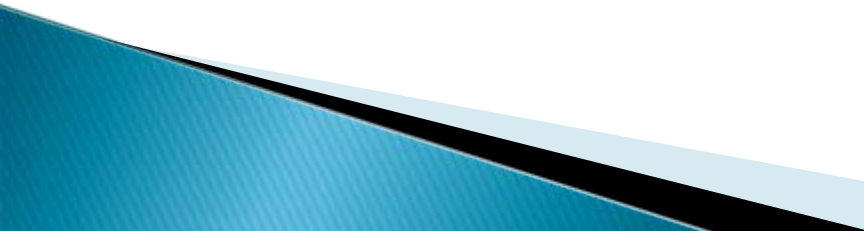
BID FEASIBILITY

- ▶ Due Date
 - ▶ Resource availability –
 - To gather, read & digest the bid documents
 - To research bid context
 - To seek partners
 - To seek technical info
 - To understand material & subcontract costs
 - To attend pre-bid meetings, site visits etc.
 - To communicate with procurement staff
 - To assess competition
- 


SELF – ASSESSMENT

- ▶ Assuming I could submit a winning bid, could I perform as required? Could I make money?
 - ▶ Do I have all of the required expertise/skills?
 - ▶ Can I get the necessary Materials?
 - ▶ Will my company's systems handle the load?
 - ▶ What about bonding and/or insurance?
 - ▶ Any special licenses or credentials required?
 - ▶ What quality systems are necessary?
 - ▶ Is cash flow an issue for this project?
- 


SELF – ASSESSMENT

- ▶ Is the job/project right-sized for me?
 - ▶ What are the risks? Are they worth it?
 - ▶ What are the rewards?
 - ▶ How does this contract fit with my short, intermediate and long term goals?
 - ▶ Is it consistent with my business plan?
 - ▶ Am I prepared for any special requirements?
 - ITAR
 - Security clearances
 - Financial audits
- 

COMPETITION

- ▶ Who are my competitors?
 - ▶ What do I know about them?
 - ▶ What more can I learn?
 - ▶ Do I have a competitive advantage?
 - ▶ How can I best communicate my advantage?
 - ▶ If I can't win, I shouldn't play – unless
 - I want experience
 - I want exposure
 - Or, it costs me nothing.
- 


DECISION TIME!

- ▶ I am eligible to bid
 - ▶ I can prepare a responsive proposal
 - ▶ I can produce the goods/service
 - On time
 - With the required level of quality
 - Within budget
 - At a reasonable profit
 - Without “breaking my back”
 - ▶ I have a reasonable chance of success against the expected competition
- 


NOW, THE REAL WORK!

- ▶ A bid/proposal that is:
 - Responsive
 - Attention-getting
 - Competitive


RESPONSIVENESS

- ▶ You must provide everything that is asked for.
 - ▶ You must give it to them the way they want it.
 - ▶ You must comply with any other requirements.
 - ▶ You must deliver to the right place, on time, in all the required media.
- 

So, what's asked for?

- ▶ It's all in the solicitation (and associated documents)
 - ▶ Should include the “Solicitation, Offer and Award” document page, signed.
 - ▶ Includes acknowledgement of all amendments.
 - ▶ May include “Representations and Certifications”
 - ▶ The burden to be responsive is on you.
- 


How do they want it?

- ▶ First step in answering this – re-read the solicitation.
 - ▶ Take notes, use “sticky notes” or clips to highlight important requirements.
 - ▶ Make lists of what is required.
 - ▶ To get some clues as to their perspective, review: M. Evaluation Factors for Award.
 - ▶ Make sure that it’s clear that you satisfy all of their evaluation criteria.
 - ▶ When in doubt, default to their structure.
- 

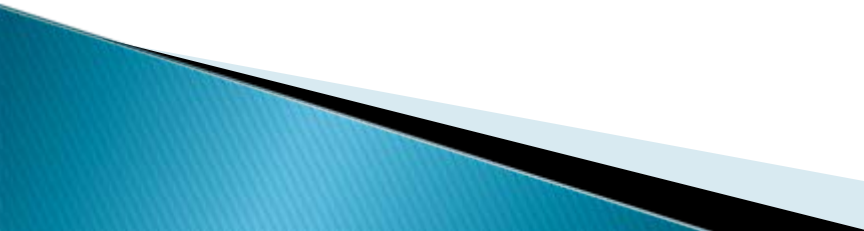
OTHER REQUIREMENTS

- ▶ CCR registration is current, correct and complete.
- ▶ ORCA (if required) also current, correct and complete.
- ▶ Security clearances?
- ▶ ITAR license?
- ▶ State & local licenses as needed
- ▶ Taxes paid?
- ▶ Not debarred or on the Excluded Parties List
- ▶ PPIRS & FAPIIS up to date & accurate


BID / PROPOSAL DELIVERY

- ▶ On or before time and date due
 - ▶ To the correct person, at the correct address
 - ▶ Package complete and marked as required by the solicitation.
 - ▶ Hard copies, electronic submittals, numbers of copies as specified.
 - ▶ FAX or email only as expressly permitted.
 - ▶ Get confirmation – from carrier & recipient.
- 


GETTING THEIR ATTENTION

- ▶ Up-front communication
 - Interested parties list
 - Ask intelligent questions
 - In-person or telephone, if possible (may not be)
 - ▶ Attend pre-bid meetings or site visits
 - ▶ Understand the bigger picture – history, present and future
 - ▶ Be on their team! Be a solution!
- 

BUT NOT THE WRONG KIND OFF ATTENTION!

- ▶ Not fancy, flashy or trashy. Keep it simple.
 - ▶ Not a lot of extra, “feel good” material.
 - ▶ Avoid irrelevant references.
- 

Win the Competition!

- ▶ READ the Evaluation Factors for Award
 - ▶ The strengths of your proposal must match their most important evaluation factors.
 - ▶ The Factors are sometimes scored; if not, they are probably in order of priority.
 - ▶ You must convincingly address all of the evaluation factors.
 - ▶ You may not propose something other than what is asked for – even if it's better.
- 

Winning Proposals are:


- ▶ Responsive
 - Complete – contains everything required
 - On time
 - Meets all format requirements
 - Doesn't include extraneous “junk”
- ▶ Clear and simple
- ▶ Easy to evaluate

They reflect the competence of their authors, and they inspire confidence.

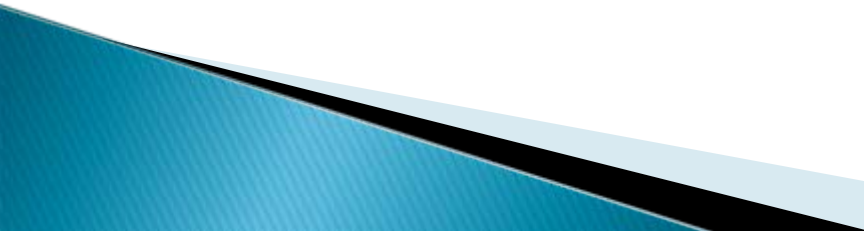
End of Part One



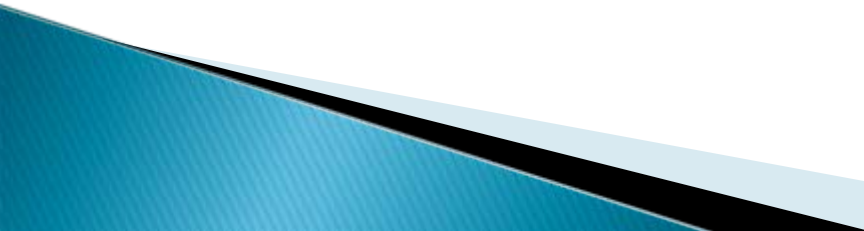
PARTS OF A SOLICITATION

- ▶ A. SOLICITATION/CONTRACT FORM
 - ▶ B. SUPPLIES OR SERVICES AND PRICES/COSTS
 - ▶ C. DESCRIPTION/SPECS./WORK STATEMENT
 - ▶ D. PACKAGING AND MARKING
- 

PARTS OF A SOLICITATION

- ▶ E. INSPECTION AND ACCEPTANCE
 - ▶ F. DELIVERIES AND PERFORMANCE
 - ▶ G. CONTRACT ADMINISTRATION DATA
 - ▶ H. SPECIAL CONTRACT REQUIREMENTS
 - ▶ I. CONTRACT CLAUSES
- 

PARTS OF A SOLICITATION

- ▶ J. LIST OF ATTACHMENTS
 - ▶ K. REPRESENTATIONS, CERTIFICATIONS AND OTHER STATEMENTS OF OFFEROR
 - ▶ L. INSTRUCTIONS, CONDITIONS AND NOTICES TO OFFERORS
 - ▶ M. EVALUATION FACTORS FOR AWARD
- 

EXERCISE

- ▶ AN OPPORTUNITY IN A RECENT BIDMATCH:

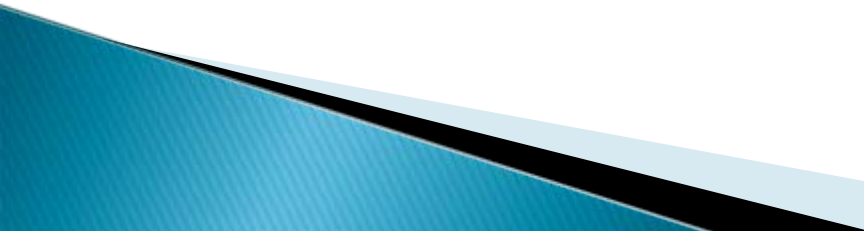
Recovery: Sign Post Hardware
USDA Solicitation #

AG-4419-S-10-0714

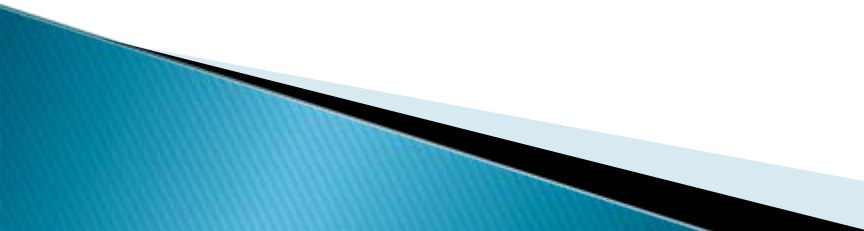
AN OPPORTUNITY IN BIDMATCH

- ▶ **Department of Agriculture, Forest Service, Eroc East, 1720 Peachtree Road NW Atlanta GA 30309**
- ▶ 99 -- RECOVERY: SIGN POST HARDWARE AG-4419-S-10-0714
Stephanie A. Long, Procurement Technician, Phone 4043471028, Fax 4043473597, Email salong@fs.fed.us - Dwight E. Hill, Contract Specialist, Phone 4043473847, Fax 4043473597, Email dehill@fs.fed.us RECOVERY: Purchase of **new** sign posts, flexible markers (posts), associated hardware, and installation equipment for use with **new** Forest Service Travel Management signs, for Ottawa NF. This project will be solicited "unrestricted." Place of Performance: 626 East Wisconsin Ave. Ste 300 Lake Ottawa, NF, Multiple locations (VMichigan, Minnesota, **New Hampshire**, Ohio) Milwaukee, WI US URL: <https://www.fbo.gov/notices/96cd33a356341e51e1eb6c430750c0e2>
- ▶ *Softshare Article Number: 100520/PROCURE/0455 Matching Key Words: new; hampshire; state!nh;*


KEY INFORMATION

- ▶ Solicitation Number – AG-4419-S-10-0714
 - ▶ Contact Person – Dwight Hill, phone & email
 - ▶ Unrestricted – not set-aside
 - ▶ Type of contract ?
 - ▶ ? days after award to perform
 - ▶ NAICS code ???????
 - ▶ Closing date of ?/?
 - ▶ Solicitation at <https://www.fbo.gov>
- 


WHAT NOW?

- ▶ Add to watch list!
 - ▶ Decide about “Interested Parties List”
 - ▶ Check FedBizOpps for solicitation documents
 - ▶ Read Solicitation Documents!
 - ▶ Consider contacting Dwight Hill for more info.
 - ▶ Must get enough info to make bid/no bid decision.
 - ▶ What info is needed?
- 

Surprises!

- ▶ Actually, a small business set-aside, NAICS 444190 – \$7.0M (Was 335590 – 500 employees)
 - ▶ Product delivered to many locations throughout the East.
 - ▶ Will most likely be decided on price.
 - ▶ What goes to WMNF? 1 000 washers!
 - ▶ No Bid!
- 

SUMMARY

- ▶ You must be ready.
 - ▶ You need some basic knowledge of the system(s).
 - ▶ Must work swiftly, but with accuracy.
**Attention to detail is key.
 - ▶ Strong organization is necessary, or things will fall through the cracks.
 - ▶ Potential “black hole” – you must prioritize & triage – a shotgun approach will fail.
 - ▶ It gets easier with practice.
- 

KEY WEB LINKS

- ▶ CCR – <https://www.bpn.gov/ccr/default.aspx>
- ▶ ORCA – <https://orca.bpn.gov/>
- ▶ FED BIZ OPPS – <https://www.fbo.gov/>
- ▶ NAICS CODES –
<http://www.census.gov/eos/www/naics/>
- ▶ SMALL BUSINESS SIZE STANDARDS –
http://www.sba.gov/idc/groups/public/documents/sba_homepage/serv_sstd_tablepdf.pdf
- ▶ ARMY SINGLE FACE TO INDUSTRY –
<https://acquisition.army.mil/asfi>
- ▶ FAR – <http://www.arnet.gov/far/>

Please complete the evaluation
form & turn it in. Thanks for your
participation!

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