


Matchmaker Prep (Virtual):

How to Maximize Your Impact



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B E A New Hampshire Department of
**BUSINESS AND
ECONOMIC AFFAIRS**
New Hampshire Procurement Technical Assistance Center
www.nheconomy.com/sell-to-the-government



“It is the policy of the Government to provide **maximum practicable opportunities** in its acquisitions to small business, veteran-owned small business, service-disabled veteran-owned small business, HUBZone small business, small disadvantaged business, and women-owned small business concerns. Such concerns must also have the maximum practicable opportunity to participate as subcontractors in the contracts awarded by any executive agency, consistent with efficient contract performance.”

FAR 19.201(a)



Small Business Set-Asides

- FAR 19.5 mandates contracts be set aside for small businesses, if appropriate:
 - Contract > \$10,000
 - Contract < \$250,000*
 - Adequate competition
 - Pricing fair to government
- Much larger contracts are often set aside.

Subcontracting...

The Competition in Contracting Act -1984

- ▶ For prime contracts \$750,000 (1.5 million for construction) or more, Federal government requires prime contractors to develop and include in their bid a **small business subcontracting plan** to help meet agency's small business goals.
- ▶ **Sub-goals vary - minimums include:**
 - ▶ 5% Small Disadvantaged Businesses (SDB)
 - ▶ 5% Women-owned Small Businesses (WOSB)
 - ▶ 3% Service Disabled Veteran-owned Small Businesses (SDVOSB)
 - ▶ 3% HUBZone companies.

What is a Matchmaker?

Your opportunity to meet
the customers.



Start Building Relationships!



Virtual is similar, but the differences are important.



- Organized multi-day, themed event to match small businesses with government contractors and federal agencies.
- A Training event.

How Does It Work?

- Event is held online. A virtual room contains “tables” to be staffed by of prime contractors and federal agencies.
- You will have a list in advance. You need to preschedule appointments.
- No “polite lurking” or networking with other attendees.
- There will be training opportunities.





Who's There?

- Federal agency –Small Business Points of Contact
- SBLOs-Small Business Liaison Officers
- PTACs, SBDC, SBA

Results?

- 2nd and 3rd time attendees and those who are well-prepared tend to be more successful. Why is that?



- Inside Information



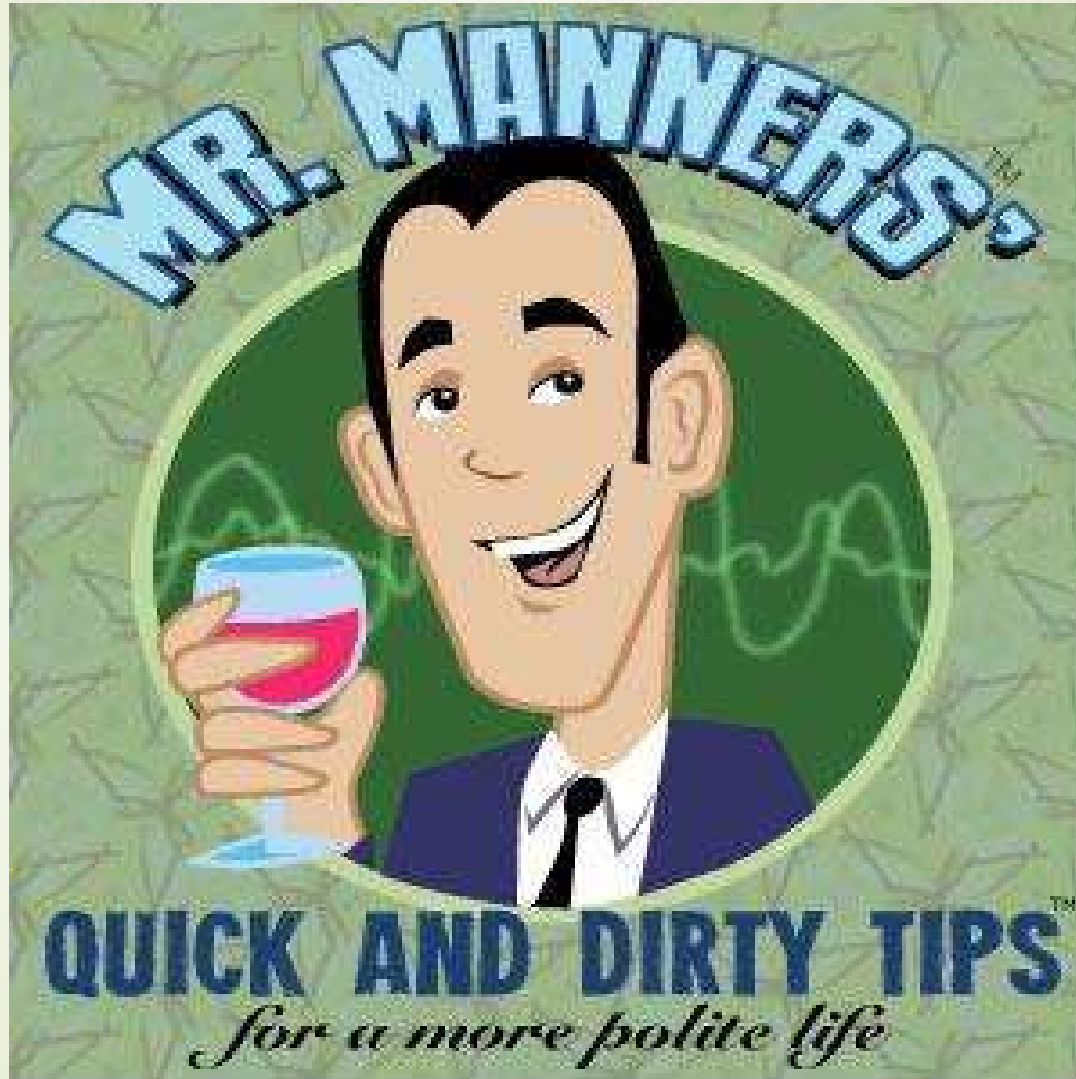
Insider Tips

- ▶ Preparation - Do your homework!
 - ▶ Know who you want to see, and
 - ▶ Know why you want to see them.
- ▶ Make a plan & do the preparation.
- ▶ Run your pitch and Capabilities Statement by NH PTAC in advance.

Personal Approach

- Determine who you are talking to.
- Pre-establish:
 - Information goals
 - communication objectives
- Strive to understand “next steps” - how should you follow up?





Small Business Etiquette

- Arrive, and sign off **on time**.
Virtual time is not flexible.
Others are waiting.
- Understand how to use the virtual platform.
- Control lighting,
background noise
- Appearances count
- Do your homework! Don't
show off your ignorance!



Have ready well in advance:

- CAPABILITIES STATEMENT – A simple brochure/one page handout –*avoid bulky materials.*
- Up-to-date website
- DUNS/CAGE Code on literature/website

Capabilities Statement Basics

- One (1) 8 1/2 x 11 Page, (may be double-sided)
- PDF; file small enough to email
- Header or footer Information:

- Company Name

- Website URL

- Physical Address

- Tag line
(optional)

- Phone(s)

- Contact email

Core Content

Core competencies

What are you really good at *that your target cares about?*

Past performance

What have you done in the past *that your target would be interested in?*

Differentiators

What makes you different/better than your competitors?

How will this prospect benefit from your differences?

Company Data

Socio-economic factor(s)?

Special

Facilities/Resources/Equipment?

Certifications/Licenses?

Contract Vehicles?

Do you accept P-Cards?

Bonding/Insurance?

NAICS, FSC/PSC codes



Appearance

- High quality stock
- Crisp, legible printing
- Balanced, functional layout
- Ample white space
- Attention-getting use of color/graphics
- Graphic elements reinforce your story



NH PTAC will Critique your Capabilities Statement

- Send as Word* document or PDF to your NH PTAC Counselor, or to govcontracting@livefree.nh.gov .
- *Word documents are easier for us to edit, but should not be your final format.



Web Sites

- You must have one
- It can be very, very simple
- It should be:
 - Current – Copyright this year
 - Accurate
 - Spelling
 - Punctuation
 - Grammar
 - Capabilities Statement content



Web Sites II

- ▶ Not too busy
- ▶ Not too technical
- ▶ More information than image
- ▶ Confirm the reality of your business!

What Do Primes Look For?

Technical capabilities

Capacity for products/services

Financial strength

Adequate Pricing


Drive, determination, & patience

Effective quality system

Competitive advantage

Bonding, insurance*

Security clearance*



Preparation - About YOU:

- What are you selling?
- What is your **value proposition**?
- How is business? (No desperation)
- Who needs your product/service?
- Who wants your product/service?
- Next - Conduct market research

Market Research Pre-Matchmaker





Target Research - BASIC

- ▶ Select your targets well in advance
- ▶ Research them – know about them before you approach them
 - ▶ Know their products & services: use the internet
 - ▶ Know their contracting history: use public databases



Target Research – Next Level

- Research contract awards on beta.SAM and USASpending. Can you help them fulfill their SB goals...?
- Visit their web sites and social media
- Register as a vendor
- Form and maintain relationships...persistence.



Other Resources

- ▶ beta.SAM.gov - contract opportunities and awards

<https://beta.sam.gov/>

- ▶ USASpending.gov – historical

<https://www.usaspending.gov>

- ▶ DIBBS Board – 3 defense supply centers

<https://www.dibbs.bsm.dla.mil/>



Keeping Track of Information

- ▶ Create some sort of spreadsheet or database with names of primes and agencies. Keeping track of contacts, notes, etc.
- ▶ Pay special attention to commitments you made to them and vice versa



More Resources

- Some Supplier Pages
- **General Dynamics:** <https://suppliers.gendyn.com/>
- **BAE Systems:**
<https://baesystems.hicx.net/bae/hicxesm-portal/app/selfRegistrationFlow.html?execution=els1>
- **Elbit Systems:** <https://www.elbitsystems-us.com/suppliers>
- Don't forget Linked In and Twitter.



Still More Resources

➤ Some Facebook Pages

➤ **Department of Veterans**

Affairs: <https://www.facebook.com/VeteransAffairs/?fref=ts>

➤ **Electric Boat:** <https://www.facebook.com/pages/General-Dynamics-Electric-Boat/150822291615688?fref=ts>

➤ **Methuen Construction:** <https://www.facebook.com/Methuen-Construction-652456441494481/?fref=ts>

➤ **National Park**

Service: <https://www.facebook.com/nationalparkservice/?fref=ts>

➤ **Environmental Protection**

Agency: <https://www.facebook.com/EPA/?fref=ts>

Now, Let's Get Started!

- Get Registered
- Do Your Homework
- Update you Capabilities Statement
- Be Patient, be Flexible
- Invest your time well
- Don't Panic!
- Follow-up





NH Procurement Technical Assistance Center

Division of Economic Development

100 N. Main St. Suite 100

Concord, NH 03301

(603) 271-7581

govcontracting@livefree.nh.gov

www.nheconomy.com/ptac

Dave Pease
Danielle Bishop
Deborah Avery

Jane Brezosky
Larry Findeiss