Government Contracting
NH Economic Development

Welcome!

Making the Most of the Matchmaker
&
Preparing your Capabilities Statement

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&
Preparing your Capabilities Statement

NH Government Contracting Assistance Center

3/11/2016

Government Contracting
NH Economic Development

Sell
to the
Government!

The Government Can Be Your Customer

- The United States Government is the largest buyer of goods and services *in the world - $400+ billion*
  - Reliable customer
  - Open competition
  - Small Business Programs
- >20% - almost $100B – goes to "small businesses"
- State & Local governments, when combined, are even bigger.

Small Business Set-Asides

- FAR 19.5 mandates contracts be set aside for small businesses, if appropriate:
  - Contract > $3500
  - Contract < $150,000
  - Adequate competition
  - Pricing fair to government
- Much larger contracts are often set aside.

Subcontracting…

The Competition in Contracting Act -1984

- For prime contracts $700,000 (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 Small Businesses and 3% HUBZone companies.

What is a Matchmaker?

Your chance to meet the customers.

Building Relationships!

What is a Matchmaker?

- Organized event to match small businesses with government contractors and federal agencies.
- A Networking event.
- A Training event.

How Does It Work?

- Event is held in a large room filled with tables to be staffed by of prime contractors and federal agencies.
- 10-15 minute appointments
- Some appointments are pre-scheduled.
- Watch, wait, find or *make an opportunity* to see the targets of interest to you.
- Conference App!

Who's There?

- Federal agency –Small Business Points of Contact
- SBLOs-Small Business Liaison Officers

- PTACs, SBDC, SBA
- Other Business Assistance Groups
- Legislative Offices
- Media

Results?

- Some businesses do very well.
- Others, not so much.

- 2nd and 3rd time attendees tend to be more successful. Why is that?

- Inside Information

Insider Tips

- Preparation - Do your homework!
  - Know who will be there
  - Know who you want to see
  - Know why you want to see them
- Make a plan & do the preparation
- Dress the part-don't know who you will meet.
- Touch base with NH-PTAP.

Personal Approach

- Determine who you are talking to.
- Ask pointed questions - Determine requirements
- Strive to understand "next steps" - how should you follow up?

MR. MANNERS™
QUICK AND DIRTY TIPS™
for a more polite life

Small Business Etiquette

- When you're done - shake the hand and go. Take the time you need*, but **no more**. Others are waiting.
- Do your homework! Don't show off your ignorance!
- Polite "lurking" or "hovering" is acceptable, but at a distance.

Things to Bring/Do

- Business Cards
  - Current
  - Professional
  - Complete
- Website (up to date)
- CAGE Code/DUNS on literature
- CAPABILITIES STATEMENT – A simple brochure/one page handout –*avoid bulky materials.*

Capabilities Statement Basics

- One (1) 81/2 x 11 Page, (may be double-sided)
- PDF; file small enough to email
- Header or footer Information:
  - Company Name
  - Physical Address
  - Phone(s)
  - Contact email
  - Website URL
  - Tag line (optional)

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 you competitors?
  - How will this prospect benefit from your differences?

Company Data

- Socio-economic factor(s)?
- Special
  - Facilities/Resources?
  - Equipment?
- Certifications/Licenses?
- Contract Vehicles?
- 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-PTAP will Critique your Capabilities Statement

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

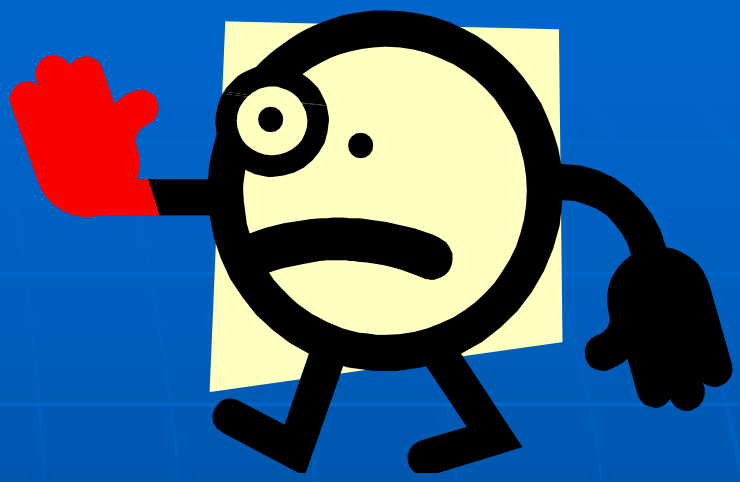
Web Sites

- 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!

No-No's



- No gifts
- No promotional items

- Careful with name dropping – it's a small world

- Misplaced frustration – if you're feeling frustrated, see NH-PTAP – maybe they can help!

Market Research Pre-Matchmaker

Is There a Market?

- What are you selling?
- What is your value proposition?
- How is business?
- Who needs your product/service?
- Who wants your product/service?

- Conduct market research

Prospect needs to know:

- What are you selling?
- How long have you been in business?
- Do you have a website?
- How is your past performance?
- Are your registrations done?

Target Research - BASIC

- Make a plan & follow it (improvisation)
  - Select your targets
  - Research them – know about them before you approach them
  - Know their products & services
  - Know their contracting history
  - Set Priorities

Target Research – Next Level

- Understand & articulate your value.
- Research "awards" on FedBizOpps and FPDS.
- Can you help them fulfill their SB goals…?
- Networking…persistence.

What Do Primes Look For?

Technical capabilities

Financial strength

Drive, determination, & patience

Competitive advantage

Capacity for products/services

Adequate Pricing

Effective quality system

Bonding, insurance

Security clearance

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

Other Resources

- Fed Biz Opps - federal opportunities
  https://www.fbo.gov/
- Federal Procurement Data System –procurement history https://www.FPDS.gov
- USASpending.gov – historical https://www.usaspending.gov
- DIBBS Board – 3 defense supply centers https://www.dibbs.bsm.dla.mil/

More Resources

- Some Supplier Registration Pages
-
- **General Dynamics:** https://suppliers.gendyn.com/
- **BAE Systems:** https://baesystems.hicx.net/bae/hicxesm-portal/app/selfRegistrationFlow.html?execution=e1s1
- **Elbit Systems:** http://www.elbitsystems-us.com/supplier-portal/become-supplier

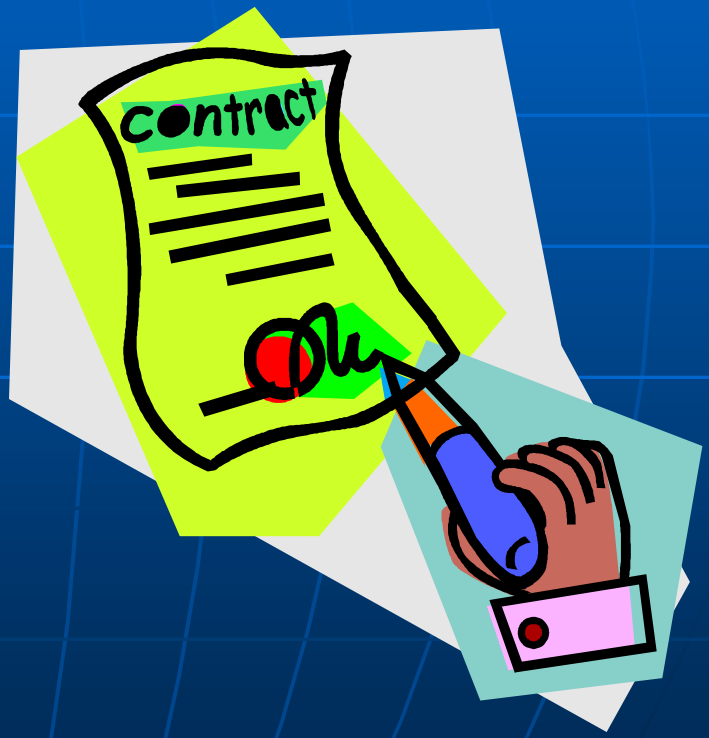
- Don’t forget Linked In and Twitter.

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
- **Raytheon:** https://www.facebook.com/Raytheon/

Now, Let's Get Going!

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



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