

# OPENING

small business opportunities



federal government contracting



U.S. Small Business Administration **SBA**

# DOORS

# Why Would You Want the Federal Government as Your Customer?

- U.S. government is the world's largest buyer of goods and services.
- Government purchases total over \$600 billion a year.
- Federal agencies are required to establish small business contracting goals.



# How Does the SBA Help Me Become a Government Contractor?

- Ensuring small businesses receive a fair share of contracts
- Classes, workshops and counseling by SBA district offices and resource partners



# Is Becoming a Government Contractor Right for You?

- Can you spend the time required to identify agencies and buyers?
- Can your business financially support the costs involved in a government contract?
- Are you prepared to learn and follow the federal procurement rules?



## *Myths* and *Realities* About Government Contracting

- ***Myth:*** Doing business with the government is too complicated and it takes forever to get paid.
- ***Reality:*** The government uses many commercial and business-friendly practices
  - buying off-the-shelf
  - paying by credit card
  - generally, payments received within 30 days of invoicing

## *Myths* and *Realities* About Government Contracting

- ***Myth:*** I'll be competing against large businesses and multinational corporations for contracts.
- ***Reality:*** SBA has programs and “hands-on” assistance to help small businesses sell to the federal marketplace.



## Getting Started – Registering with the *CCR*

- The *Central Contractor Registration* is an online database of companies wanting to do business with the federal government.
- Buying agencies can search the *CCR* for vendors.
- Creating and updating your small business profile in *CCR* gives your firm access to contracting opportunities.

## Getting Started – the *Dynamic Small Business Search*

- From *CCR*, enter your business profile in SBA's *Dynamic Small Business Search* database.
- Using the *DSBS*, agencies can quickly identify potential small business vendors.



## Getting Started – Developing an Effective Profile

- Familiarize yourself with the *CCR* and the *Dynamic Small Business Search*.
- Perform a search as if you were looking to hire your firm.
- Analyze the profiles of firms in your area of expertise.
- Your *CCR/DSBS* profile is your business' resume – review, update, strengthen.

## Pre-registration Steps

- Review *CCR* system instructions.
- Contact Dun & Bradstreet for a free DUNS number.
- Get a federal tax identification number from the IRS.



## Pre-registration Steps

- Determine if your business meets SBA small business size standards.
- Identify the required industry, product, and service codes procurement officials use to search for specific businesses.
  - North American Industry Classification Codes
  - Standard Industrial Classification Codes
  - Product Service Codes
  - Federal Supply Classification Codes

# Federal Procurement Goals

Federal procurement goals provide agencies with a strong incentive to look for qualified small businesses when awarding contracts.

Explore:

- SBA Certification Programs
- Self-certification Programs



# SBA Certification Programs

SBA programs assist specific groups in securing federal contracts:

- Historically Underutilized Business Zone Program (HUBZone)
- 8(a) Business Development Program
- Small Disadvantaged Business Certification Program

# Self-Certification Programs

These certifications provide eligibility to receive special procurement opportunities:

- Women-owned Small Business
- Service-Disabled Veteran-owned Small Business
- Veteran-owned Small Business (for Veteran's Administration procurements and subcontracts).



## Current Goals

- Small Business Overall 23%
- SDB 8(a) 5%
- HUBZone 3%
- Women 5%
- Service Disabled Veterans 3%

## Ready to Register

Go to [www.ccr.gov](http://www.ccr.gov) and click on  
“Start New Registration.”



# Learn about Federal Contracting

The more you know about how the government buys products and services the more successful you will be in landing contracts.

- Training and counseling programs
- SBA procurement resources



# Training and Counseling Programs

- Small Business Training Network – a virtual campus
- *Business Opportunities: A Guide to Winning Federal Contracts*
- Free, online “how-to” courses on federal procurement procedures



# Counseling Programs

- SBA district offices in every state and territory
- Small Business Development Centers – 1,000 primarily located on college campuses
- Women’s Business Centers – 114 nationwide
- SCORE – Counselors to America’s Small Business, 400 offices nationwide



# Procurement Technical Assistance Centers

- Help businesses that want to sell to federal, state and/or local governments.
- Located in most states.



# SBA's Procurement Center Representatives

- Work with federal agencies to identify prime contracting opportunities.
- Recommend reserving procurement for competition among small businesses.
- Provide small business sources to federal buying agencies.





# Identifying Contracting Opportunities— Federal Business Opportunities

- Announces available business opportunities
- Identifies contracts over \$25,000
- Online listing at [www.fbo.gov](http://www.fbo.gov)

## Identifying Contracting Opportunities – Simplified Purchases

- Government uses simplified procedures for purchases between \$3,000 and \$150,000.
- These purchases are generally reserved for small businesses.



## Identifying Micro-purchases

- Government purchases under \$3,000.
- Do not require competitive bids or quotes.
- Payment via government credit card.



## Identifying Contracting Opportunities – General Services Administration Schedules Programs

- GSA establishes long-term governmentwide contracts.
- Provides access to over 11 million commercial supplies and services.
- Becoming a GSA schedule contractor increases your ability to get contracts.



## Identify Subcontracting Opportunities

- Teaming with a prime contractor can be a profitable experience.
- Experience gained as a subcontractor helps you in bidding on prime contracts.
- SBA's SUB-Net searchable database posts subcontracting opportunities.



# Marketing Your Business

- Determine which government agencies buy your products or services.
- Identify the contracting procedures those agencies use.
- Develop a focused marketing strategy.



## Marketing Tips

- Get to know the agency staff using your products or service and procurement officers.
- Focus on opportunities in your niche and prioritize.
- Be persistent and professional.



# Contracting Checklist

- Sign up for *Business Opportunities: A Guide to Winning Federal Contracts*.
- Identify your industry, product and service codes.
- Apply for DUNS and TIN numbers.
- Develop your business profile.
- Investigate SBA programs for small businesses.

# Contracting Checklist

- Register in the *CCR* and the *Dynamic Small Business Search* database.
- Meet local counselors.
- Check out procurement Web sites.
- Practice searching for contract opportunities and preparing bids/offers.
- Market your business, the most important step in winning federal contracts.

