Marketing to the Federal Government
February 28, 2012

Welcome!
Presented by
Tiffany Scroggs, Washington PTAC
&
Ellie Chambers-Grady, City of Lakewood
Today’s Agenda

• What is PTAC?
• Developing a Marketing Strategy
• Analyzing the Competition
• Federal Marketplace Research
• Competitive Advantages
• Registration Basics
• Marketing Tools
• Tracking Success
Procurement Technical Assistance Center provides no cost assistance with:

• Interpretation of solicitations
• Government registrations and certifications
• Marketing to government
• Finding opportunities
• Getting paid
• And more!

www.washingtonptac.org
Mission & Vision

• A mission statement describes what you do and why you exist.
  • What do you do?
  • Who do you do it for?
  • What is the benefit?

• A vision statement is what you want to become.
  • Describes what the company will look like what it achieves its mission
Business Strategies

• Customer value proposition (CVP)
  • Who are your customers
  • What are they going to buy?
  • Why are they going to buy from you rather than from a competitor?

• Unique Selling Proposition (USP)
  • What can you offer that will compel the customer to purchase from you?
  • Why would the customer choose you over the competition?
Business Strategies

Tips for Success

• Maximize existing customer base
  • Grow your market share with an agency or prime who is already familiar with you.
  • It’s often more cost effective to grow relationships with existing customers than to develop relationships with new ones.
Competition Analysis

What to explore:
• Who are your competitors?
• Where are potential future customers buying from now?
• What are their strengths and weaknesses?
• How is your business different or better?
• Why will customers buy from you?

Consider the following:
• How are they similar to your business?
• How long have they been in business?
• How does their quality and pricing compare?
• How do they advertise?
• Who else do they sell to?
Be Knowledgeable

- Are you positioned to be successful? Do you want to compete?

Graph provided by Ohio PTAC’s Meredith Threatt
Federal Market Research Strategies

• What contracts have been awarded in the past?
  • www.usaspending.gov or www.fpds.gov
  • Who is registered to sell to government? www.ccr.gov
  • Who has a GSA Federal Supply Schedule? www.gsa.gov
  • Who is successful on GSA Federal Supply Schedule? https://ssq.gsa.gov
  • Who won recent awards? www.fbo.gov
  • Other ways?
Example of www.usaspending.gov search

Prime Award Spending Data

Filters: Clear All
Principal NAICS Code: 23
Type of Spending: Contracts
Fiscal Year: 2012
Fiscal Year: 2011
Recipient Congressional District: WA03
Type of Contractor: Small Business

Total Dollars: $123,226,053
Transactions: 1 - 25 of 626
Example of [www.gsa.gov](http://www.gsa.gov) search using e-library schedule 84, 260 01

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>260 01</td>
<td>Boats, Powered / Includes Parts &amp; Accessories</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Contractor</th>
<th>Contract #</th>
<th>Phone</th>
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<tbody>
<tr>
<td>ALL AMERICAN MARINE, INC.</td>
<td>GS-07F-944SS</td>
<td>(360)647-7722</td>
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<tr>
<td>AMERICAN AIRBOAT CORP</td>
<td>GS-07F-0129I</td>
<td>(409)697-7722</td>
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<tr>
<td>AMERICAN AUTO PARTS MARINE &amp; MACHINE, INC.</td>
<td>GS-07F-0230I</td>
<td>(718)317-7275</td>
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<tr>
<td>AMERICAN MARINE HOLDINGS, LLC</td>
<td>GS-07F-6002P</td>
<td>(410)604-0071</td>
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<tr>
<td>ANCHOR INNOVATION, INC.</td>
<td>GS-07F-5894R</td>
<td>757-967-9171</td>
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<tr>
<td>ANTIQUE ARMS INCORPORATED</td>
<td>GS-07F-0045H</td>
<td>(501)793-8373</td>
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<tr>
<td>ARMSTRONG MARINE, INC.</td>
<td>GS-07F-0404T</td>
<td>(360)455-5555</td>
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<tr>
<td>BIG RIVER OUTFITTERS, LLC</td>
<td>GS-07F-0550U</td>
<td>(670)567-8951</td>
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<tr>
<td>BOULTON POWERBOATS, INC.</td>
<td>GS-07F-0788N</td>
<td>(541)823-7577</td>
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Example of www.gsa.gov search using e-library & sales query for schedule 84, 260 01 - powered boats

<table>
<thead>
<tr>
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<tr>
<td>SAFE BOATS INTERNATIONAL LLC</td>
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<td>WILLARD MARINE, INC.</td>
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<td>SEAARK MARINE, INC.</td>
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<td>DUCLOS CORPORATION</td>
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<td>$12,136,029</td>
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<td>GRAVCIUS ALUMINUM BOATS, LLC</td>
<td>GS07F0362T</td>
<td>$11,031,845</td>
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<tr>
<td>PACIFIC MARITIME FREIGHT, INC.</td>
<td>GS07F5721R</td>
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<tr>
<td>MARINE GROUP BOAT WORKS, LLC</td>
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<tr>
<td>UNITED STATES MARINE, INC.</td>
<td>GS07F0202N</td>
<td>$8,153,696</td>
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<tr>
<td>BRUNSWICK COMMERCIAL &amp; GOVERNMENT</td>
<td>GS07F0011J</td>
<td>$5,934,255</td>
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<tr>
<td>KVICHAK MARINE INDUSTRIES, INC.</td>
<td>GS07F0013J</td>
<td>$5,620,333</td>
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<tr>
<td>ALUMINUM CHAMBERED BOATS, INC.</td>
<td>GS07F0133M</td>
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<td>MOOSE BOATS, INC.</td>
<td>GSU/H500/M</td>
<td>$3,842,267</td>
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<td>MODITECH MARINE INC</td>
<td>GS07F5488P</td>
<td>$3,501,418</td>
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<td>ARMSTRONG MARINE, INC.</td>
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<td>MAYBANK INDUSTRIES, LLC</td>
<td>GS07F0336U</td>
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<td>ALL AMERICAN MARINE, INC.</td>
<td>GS07F0446S</td>
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Market Research

www.fbo.gov

FBO Capabilities
• Agency Forecasts
• Archived Award Announcements
• Small Business Outreach Events
• Active Opportunity Search
Market Research

Small Business Specialists - www.osdbu.gov

• Be as knowledgeable as possible be contacting them.
• Prepare a “line card” or “capability statement”
• Don’t ask them for a contract
• Be nice
• Learn
• Before you call, understand your firm’s value proposition
  • How do you solve the agency’s problems?
  • What unique solutions have you provided to other customers?
  • Can you help that agency or prime meet their small business goals?
Federal government has goals to purchase from small businesses.
• 23% of all prime contracts for small business
• All contracts between purchase card thresholds and $150,000 are automatically set aside for small businesses.
• Are you small? www.sba.gov/size

Minimum Goals:
• 5% of contracts for small, disadvantaged businesses
• 5% of contracts for woman owned small businesses
• 3% for Hubzone Certified Firms
• 3% for Service Disabled Veteran Owned Small Businesses
• 8a Certification
• High Disadvantaged Business Enterprise (DBE) goal for federally funded transportation work.

* Goals get passed down to prime contractors who are not small
Registration Basics

Register in CCR.gov

CCR is NOT: or

1-877-252-2700
Call Now for Government Contractor Registration
Welcome to Central Contractor Registration (CCR)

CCR is the primary registration database for the U.S. Federal Government. It collects, validates, stores and disseminates data in support of agency acquisition missions. Learn more about CCR Policy and Background.

Existing CCR Users
Log in to CCR

User ID:  
Password:  
Log in

—or—
If you have not yet connected to a User ID and Password, use your DUNS and TPIN to do this before December 21, 2009.

DUNS / TPIN Access

DUNS:  
TPIN:  
Create User ID and Password

New CCR Users
What you need to register:
1. DUNS Number
2. Tax Identification Number (TIN) and Taxpayer Name
3. Statistical Information about your business
4. Electronic Funds Transfer (EFT) Information

View Detailed Descriptions:
International Registrants

Note: New registrations usually take 1-2 business days to process and can be completed by the vendor.
Registration Basics
Once complete, a screen will pop up like this. You’re not done yet. Continue with the SBA profile.
"When I’m looking for small businesses for an RFQ, I rarely call the ones that don’t take time to complete their SBA Profile."

~ ACOE Small Business Deputy

**CCR, ORCA & SBA Profile Troubleshooting Resources:**

Call PTAC or


Vendor Help Desk – 1-866-606-8220
Capability Narrative

Include who you are, what you do and how you are different/better than your competitors.

Include the following:

- CAGE Code
- DUNS Number
- NAICS Codes
- Certifications
- Past performance / References
- Full contact info
- Visa/Mastercard
- Company background
- Capabilities of firm and key employees
Other Marketing Materials
• Business card – Is it apparent who you are and what you do?
• Website – Is it government-friendly?
• 30 second commercial
www.alliancesmallbusinessconference.org

March 15, 2012
Puyallup Fair Grounds
Exhibitors, Networking, Industry Roundtables, Keynote, Workshops

Have a Plan!
• Who are you going to meet?
• What are you going to tell them?
• What do you hope to learn?
• What follow up will you do?
How will you know if your efforts are successful?
• Plan how to track what you learn and who you talk with
• Keep track of when you communicate
• Schedule follow up
• Observe and adjust accordingly
Use Your Resources

PTAC is Here to Help!

- One-on-one Counseling
- Workshops
- Electronic Bid-Match Service
- Matchmaking with government agencies and businesses
- Request you notify us of awards

PTAC clients Washington State won over $135 million in government contracts.

www.washingtonptac.org