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Better Information. Better Decisions. Better Opportunities.©



5 Tips to Quickly Improve How
Companies Find and Win
Government Contracts and
Subcontracts.

B2G
essentials™

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The American Small Business Coalition, LLC

the

.org

Guiding government contractors to a clearer view of the opportunity landscape.SM



'Go-To-Guy' Timberlake is an accomplished veteran of federal contracting with nearly 30 years of experience, knowledge and relationships acquired supporting civilian, defense and intelligence agency programs, starting with Operation Desert Shield. He's called 'Edutainer' for his ability to make mundane discussions about business essential topics interesting (like finding and winning federal contracts and subcontracts!) and facilitates each learning opportunity based on his hands-on experience augmented by the wisdom of the many Government and Industry mavens who helped him grow.

Through education, training and advisory programs like **Ethical Stalking for Government Contractors™**, **Competitive Intelligence Launch Pad™**, **Simplified Acquisitions Growth Engine™** (SAGE™) and **GovCon Wingman™**, The American Small Business Coalition has assisted agencies and contractors with identifying and engaging viable small business concerns, resulting in millions of dollars in contracts and subcontracts and realized revenues for American Small Businesses.

Most important, Guy is a devoted husband, a proud father and loves homemade pizza night with his family and friends. 'Go-To-Guy' is the nickname given to him by several of his defense customers in the 1990's who knew him, liked him and trusted him to get the job done.



@govconguy



gtimberlake@theasbc.org



410-381-7378 x200

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Purpose:

Discuss how **planning** supports informed **decision-making** which can greatly improve a company's ability to conduct **business development** activities.





C.A.B. Fare

Cost of **A**cquiring **B**usiness









RISK

AVOID

REDUC

TRANSFER



“Not having the information you need when you need it leaves you wanting.

Not knowing where to look for that information leaves you powerless.

In a society where **information is king**, none of us can afford that.”

—Lois Horowitz

A Writer's Guide to Research, 1986



“Without context, a piece of information is just a dot. It floats in your brain with a lot of other dots and doesn’t mean a damn thing.

Knowledge is information-in-context... connecting the dots.”

—Michael Ventura, Connecting a Few Dots, 1997



Pro
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GOAL

solution

achievement

progress

value

revenue

profit

output

objective

project turnover

cost

method

development

customer



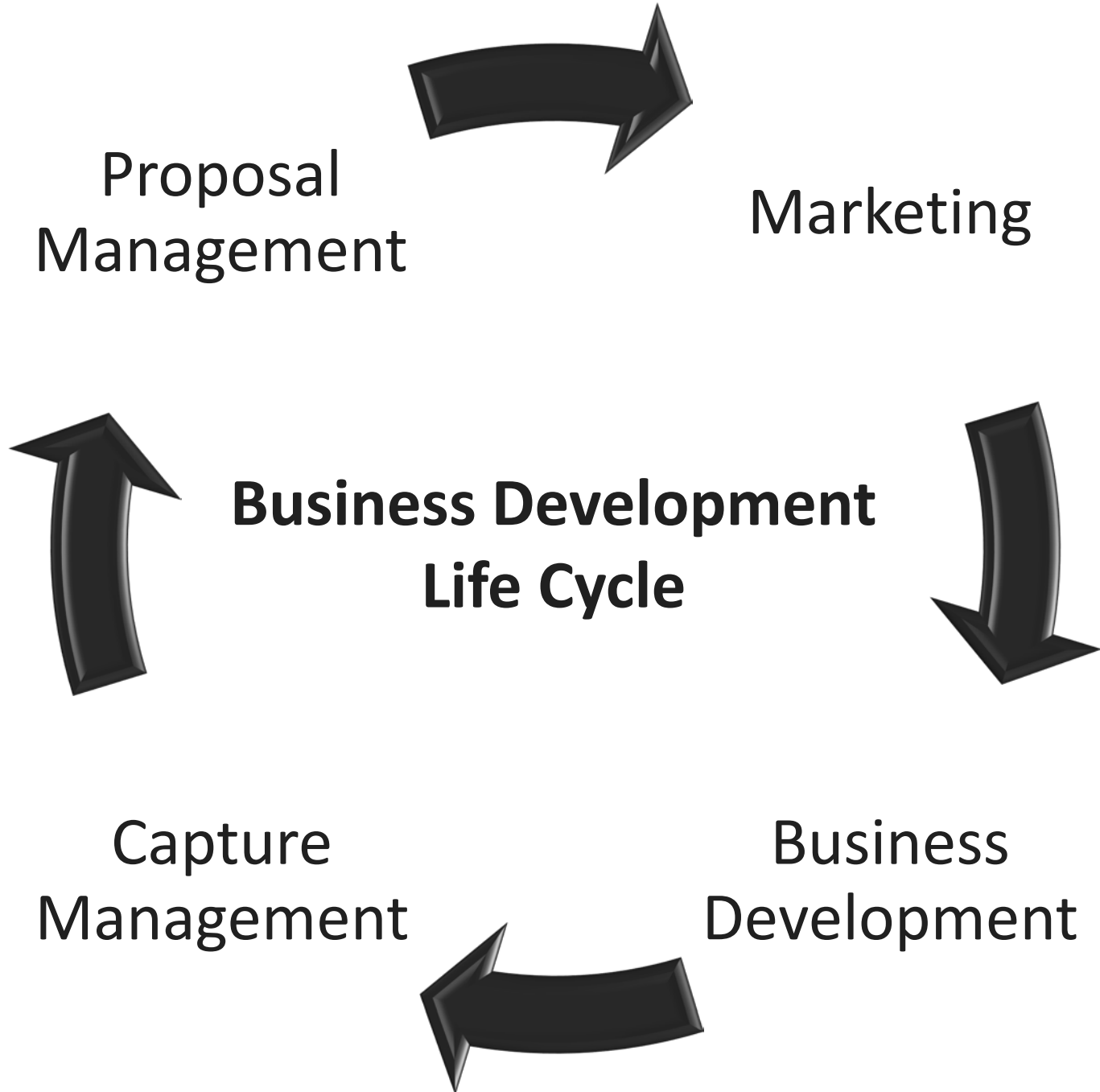


10 factors that influence winning

1. Understanding the problem
2. Customer relationship
3. Competitive landscape
4. Teaming
5. Management approach
6. Technical approach
7. Cost dynamics
8. Customer dynamics
9. Source selection
10. Your company dynamics

Source: Centurion Research Solutions









Tips from @GovConGuy

- Know who needs to see you.
- Know how they need to see you.
- Understand how they buy.
- Confirm how they classify their buys.
- Never overlook low-hanging-fruit.



Department

Agency/Bureau

Office

Contracting

vs.

Funding

66

89

166

334

5318

21350



Contracting

Funding

Department

Agency

Office

Who Buys What You Sell

How To Identify Them

How To Market To Them

How They Buy

(e.g., Agreement, Contract, Contract Vehicle)

How Much They Spend

How They Pay For It

(e.g., FFP, T&M, Labor Hours, etc.)

How Much They Pay For It

Who They Buy From

Why They Buy From Them



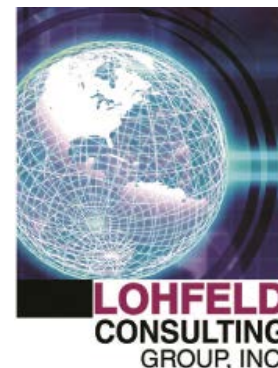
Welcome! Over the next few weeks, we will be posting a series on the importance of Go-to-Market (GTM) Strategy—a significant tool for successful business development and sales efforts. So, let's start at the beginning.

What is Go-to-Market?

While the term seems self-explanatory (no, it is not about a trip to the grocery store), developing and executing an actionable **GTM strategy** can elude even the most experienced professionals. And, regardless of where your company is in the spectrum of selling to the Federal Government, you need to seriously consider a solid, executable GTM strategy.

A GTM strategy is an action plan for your organization, specifically developed using internal and external research that outlines how to reach customers and achieve competitive advantage. The purpose of the GTM strategy is to provide a roadmap for delivering your products and/or services to the end customer, understanding such factors as pricing and distribution.

Even if you're a current federal contractor, a well-developed GTM strategy can help ensure the success of new product/service launches or product/service expansions, as it describes the specific steps you need to take to guide customer engagement and interactions. New or young companies—or commercial companies looking to pursue Federal Government opportunities—should certainly view GTM strategy as a necessary action if you're just starting out and trying to navigate the Federal Government space.



MARKET ASSESSMENT (GOALS)

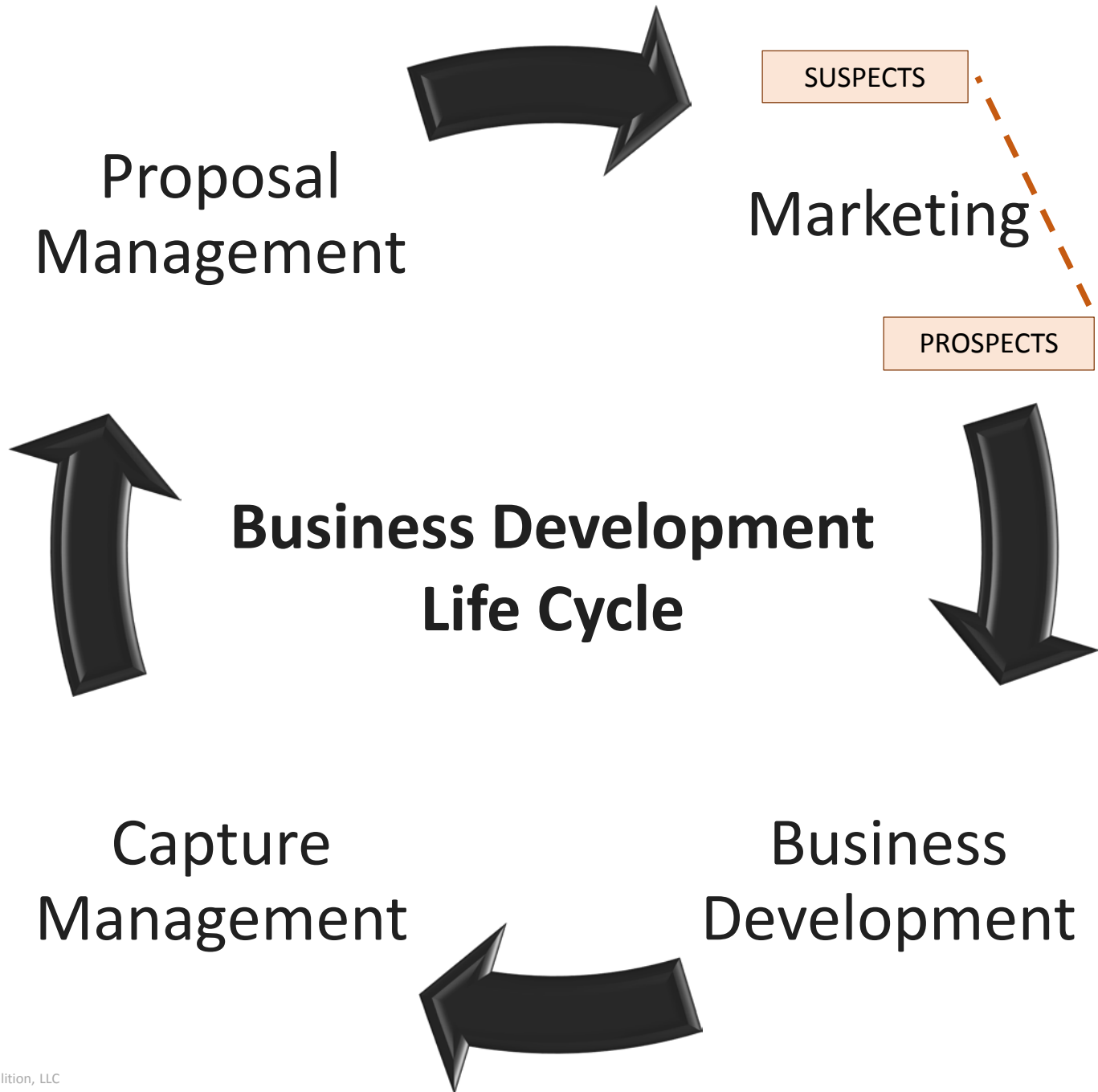
1. What product or service are you selling?
2. Who are you selling to?
3. What customer issues are being addressed?
4. What ROI can a customer expect?
5. Why would somebody buy this from you?
6. How will customers (and partners) hear about you?
7. How will this be sold?
8. What is the sales/procurement cycle?
9. What business infrastructure is required?

Marketing
CREATE AWARENESS
(INFORM, LEARN)

Business Development
PROSPECT ENGAGEMENT
(LEARN, CONVINCe)

Capture
Management
(CONVINCE, INFLUENCE)

Business
Development

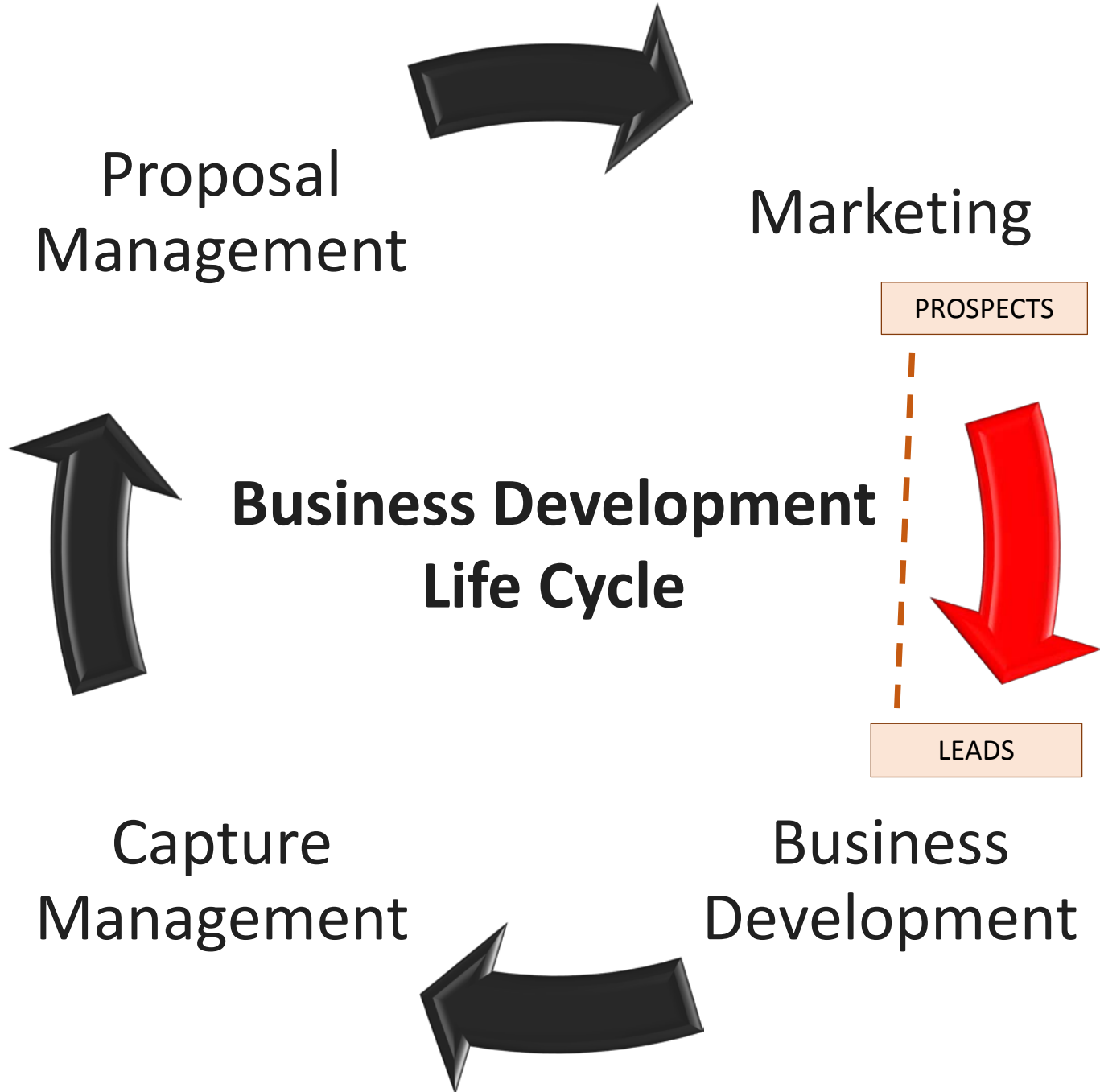




Tips from @GovConGuy

- Know who needs to see you.
- Know how they need to see you.
- Understand how they buy.
- Confirm how they classify their buys.
- Never overlook low-hanging fruit.







▶ Department of Health and Human Services

FY 16-17 Priority Goal: Reduce opioid-related morbidity and mortality



▶ Department of Health and Human Services

FY 16-17 Priority Goal: Improve the timeliness of initiation into treatment for individuals with serious mental illness.



▶ Department of Health and Human Services

FY 16-17 Priority Goal: Combating Antibiotic-Resistant Bacteria (CARB)



▶ Department of Health and Human Services

FY 16-17 Priority Goal: Reduce Foodborne Illness



▶ Department of Health and Human Services

FY 16-17 Priority Goal: Improve the quality of early childhood programs for low-income children



▶ Department of Health and Human Services

FY 16-17 Priority Goal: Shift Medicare health care payments from volume to value



▶ Department of Health and Human Services

FY 16-17 Priority Goal: Reduce the annual adult combustible tobacco consumption in the United States.

Narrow Goals By:



Goal Type

All ▼

Fiscal Year

All ▼

Agency

Department of Health and Human Services ▼

Themes

All ▼

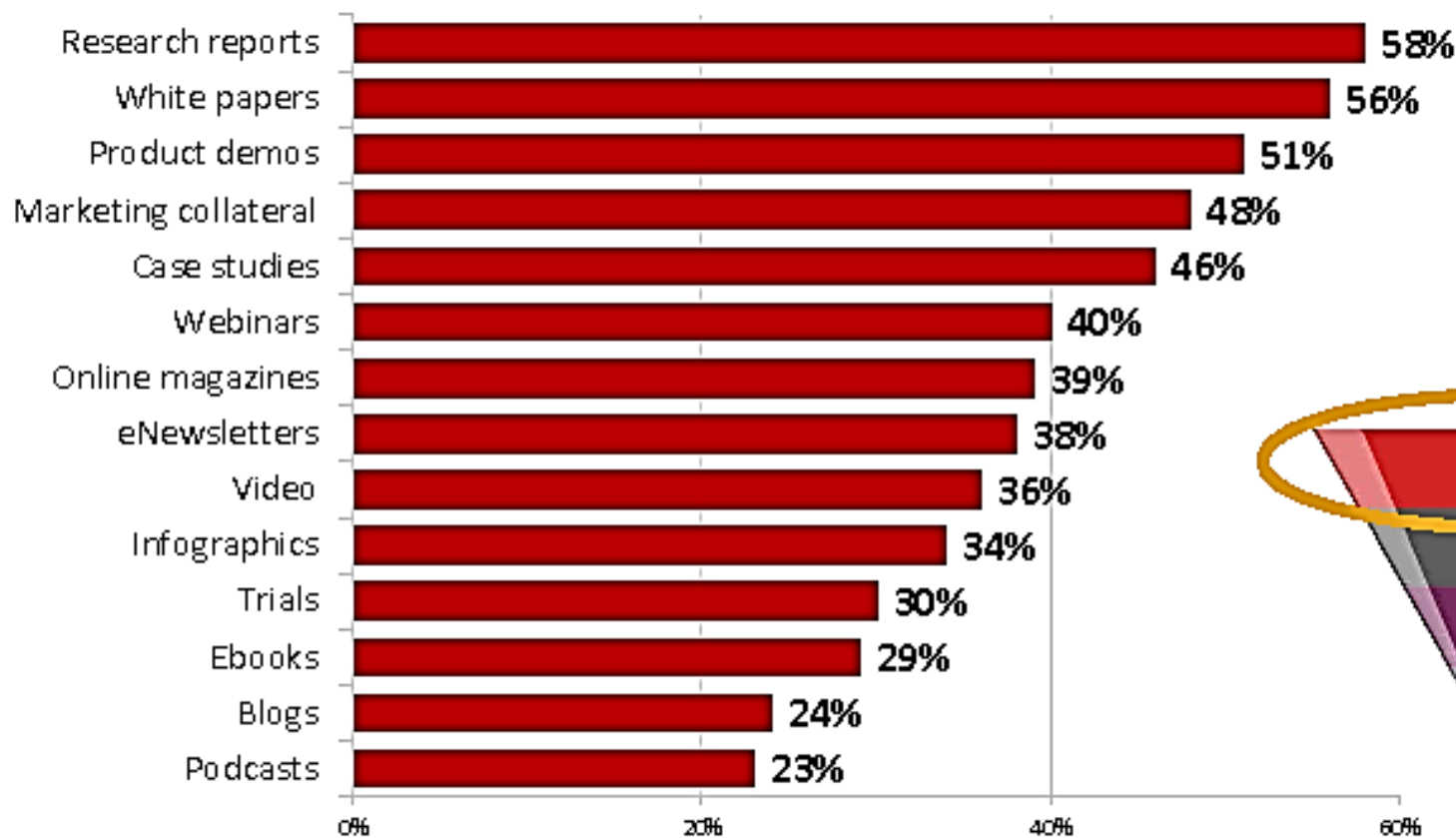
APPLY

REMOVE FILTERS

Department of Health and Human Services	Departmental Management	009-000004045	OS DAB Automated Case Tracking System	Tracking of Departmental Appeals Board cases on legal dockets.	531 - Case Management		
Department of Health and Human Services	Departmental Management	009-000004311	OS ASA Managing/Accounting Credit Card System (MACCS)	MACCS is an online charge management system accessible via the Internet using standard web browsers. MACCS is housed in a Third Party secure facility (Triple-I) via MOU with ITSC and is not open to the general public.	143 - Goods and Services Acquisition		
Department of Health and Human Services	Departmental Management	009-000004622	OS ASA E-Gov Travel Support Center of Excellence (COE)	HHS Travel support working with GSA eGov Travel system 02310011401022024.	122 - Travel	601 - Data Exchange	
Department of Health and Human Services	Departmental Management	009-000004658	OS ASFR HHS Consolidated Acquisition Solution	This investment provides for the operations/application support services, hosting operations, software, hardware and government staff to support Compusearch PRISM enabling critical contract writing capabilities for seven of HHS' Operating Divisions.	143 - Goods and Services Acquisition	538 - Program / Project Management	
Department of Health and Human Services	Departmental Management	009-000004664	OS ASH Commissioned Corps Force Management Solution	This investment will help reengineer business processes and HR practices to position HHS and the Corps to better fulfill core missions and increase productivity of Corps central management activities (See USCG UII 024-000006010).	106 - Workforce Planning		
Department of Health and Human Services	Departmental Management	009-000005260	OS ASA iComplaints (iComplaints)	Investment provides a broad range of capabilities for inputting, processing, tracking, managing and reporting on EEO complaints data. This is a subscription purchased off a contract / there is a dashboard module they will attempt to implement in 2014.	256 - Employee Relations		
Department of Health and Human Services	Departmental Management	009-000005554	OS ASPR Disaster Medical Information Suite Investment	DMIS employs advanced technology systems and procedures in support of the NDMS providing continuous medical management throughout all levels of care.	538 - Program / Project Management	576 - Knowledge Capture	
Department of Health and Human Services	Departmental Management	009-000005555	OS ASPR Response Management System (RMS) Investment	Three modules to assist ASPR in tracking finances, responders, and deployments.	010 - Emergency Response		
Department of Health and Human Services	Departmental Management	009-000005797	OS ASPA HHS Web Management Investment	The HHS Web Management Investment enhances the delivery of comprehensive health & human services information to the public, supports the dissemination of internal employee-related information, and enables internal and external collaboration.	344 - Content Management	340 - Collaboration Tools	661 - Document Management and workflow

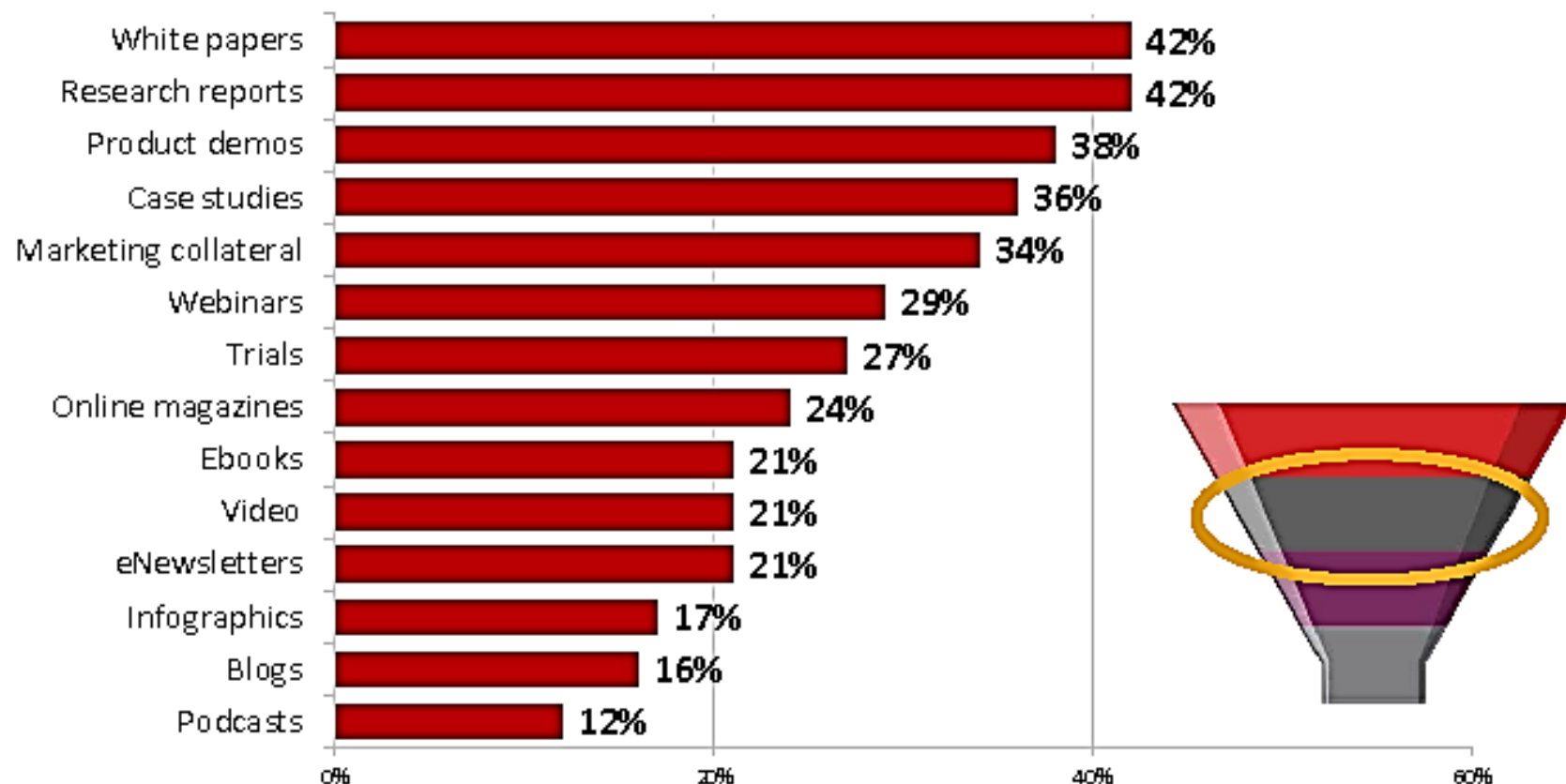
VALUE OF CONTENT DURING BUYING PROCESS

Determining Needs and Specifications: Government



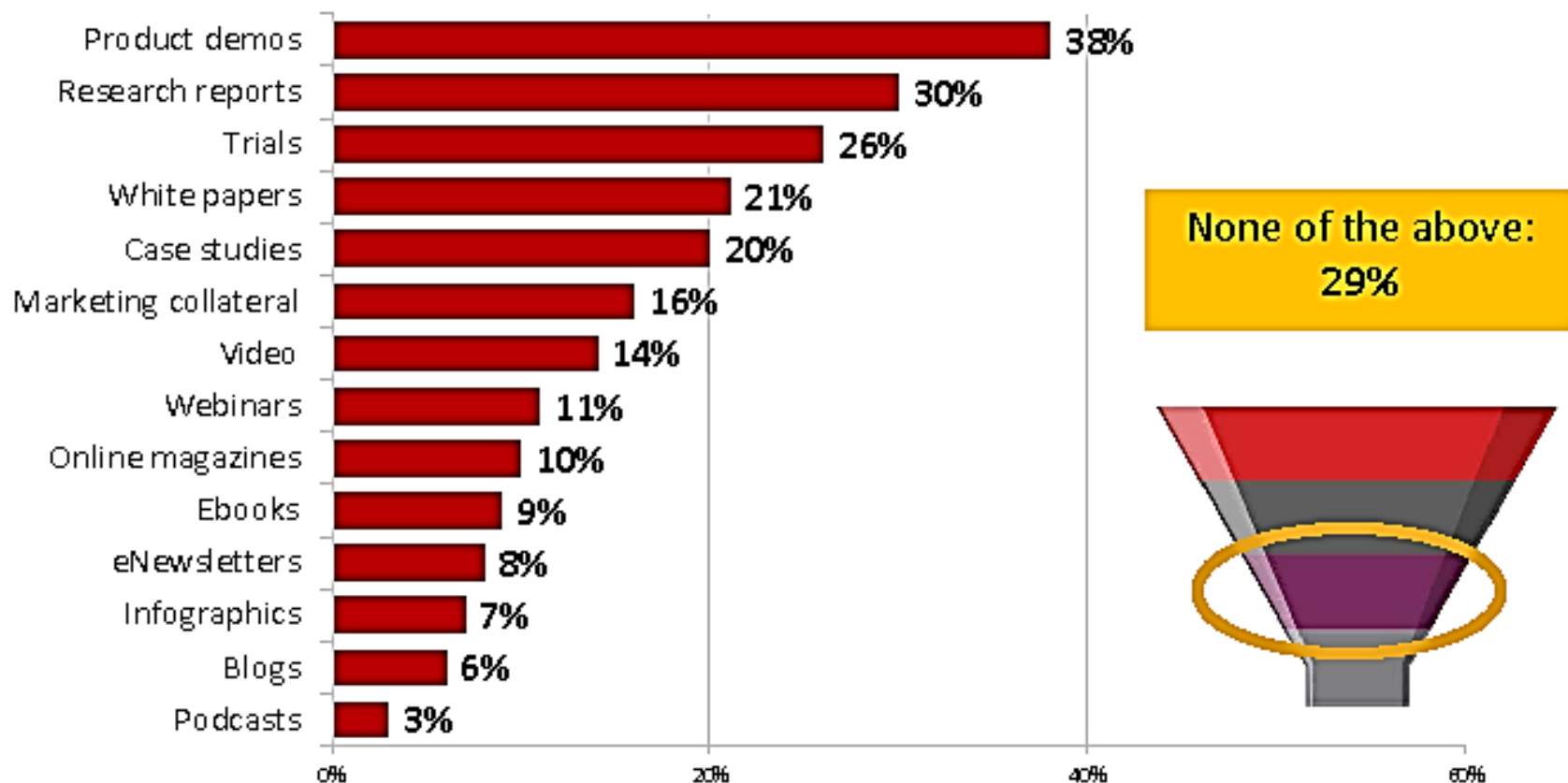
VALUE OF CONTENT DURING BUYING PROCESS

Shaping RFIs and RFPs: Government



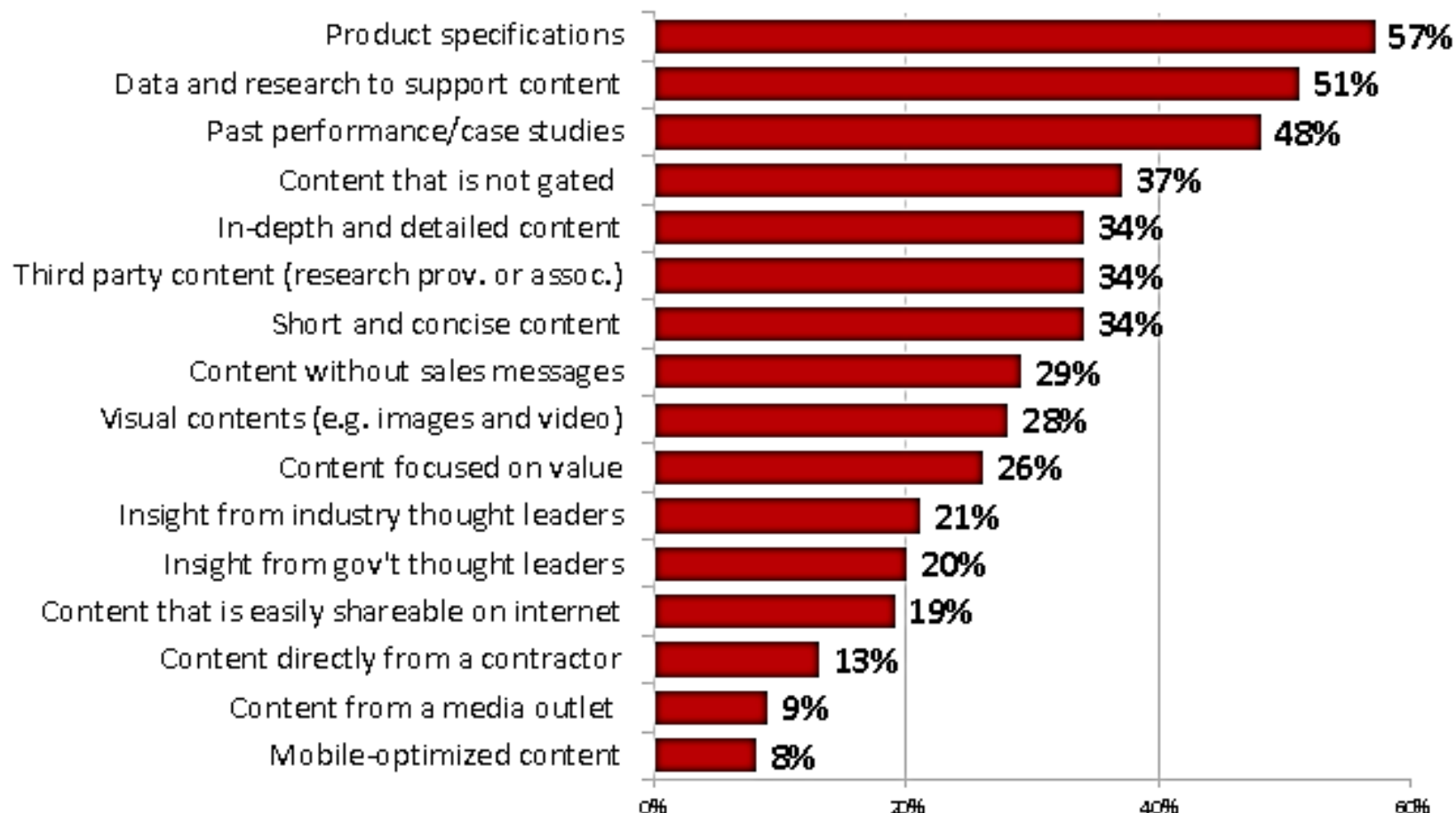
VALUE OF CONTENT DURING BUYING PROCESS

Making Final Selection of Provider or Source: Government



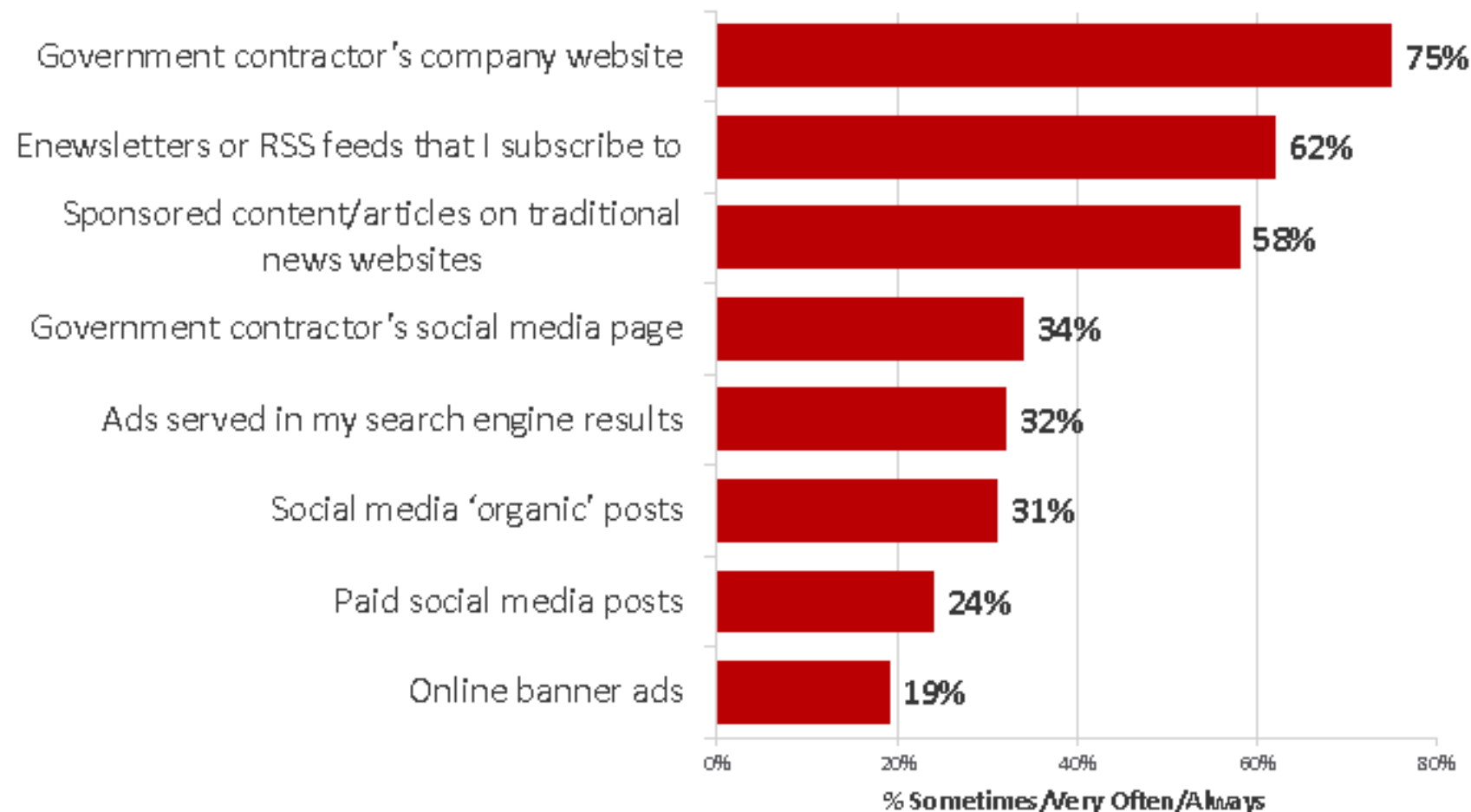
IMPORTANT CONTENT FEATURES

Government



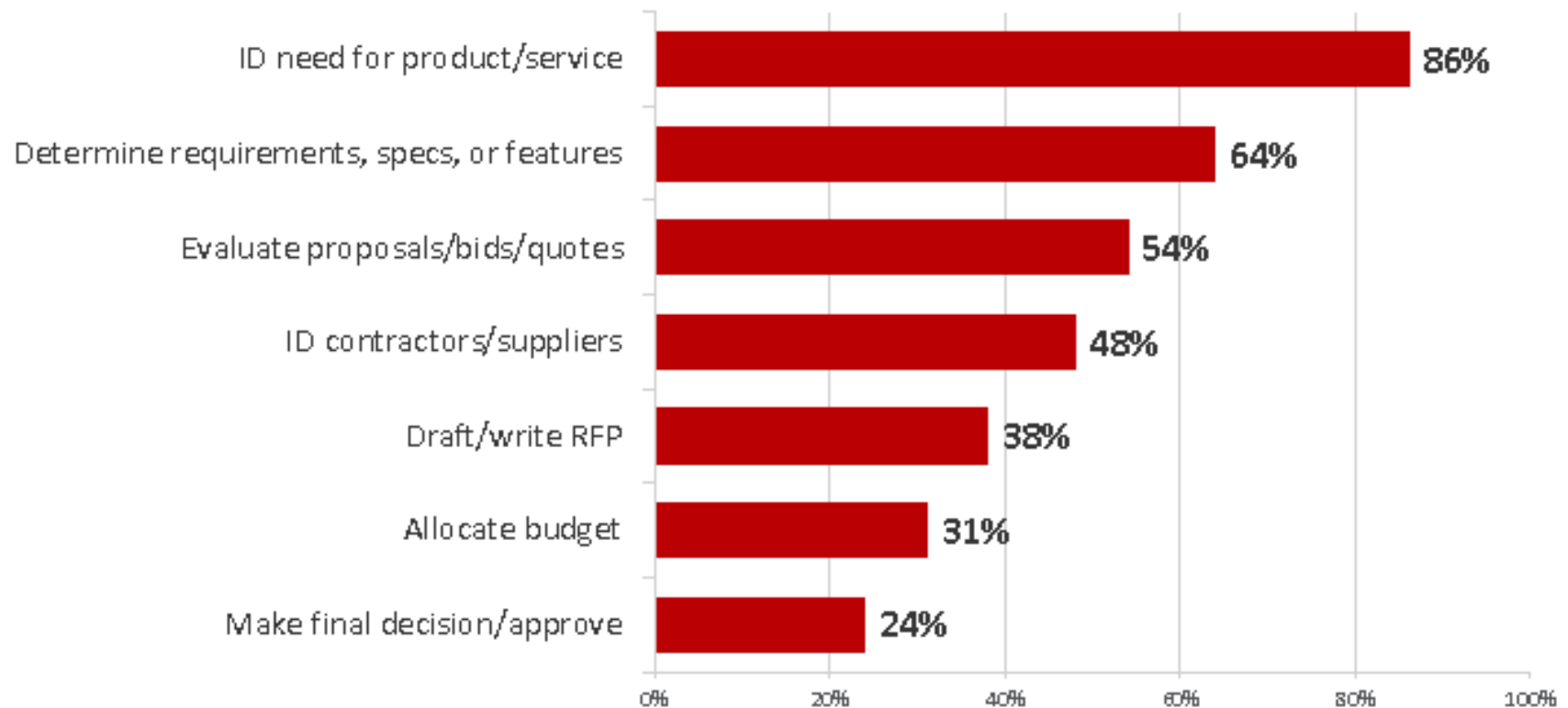
FREQUENTLY REVIEWED CONTENT TYPES

Work-Related Purchases: Government



RESPONDENT PROFILE

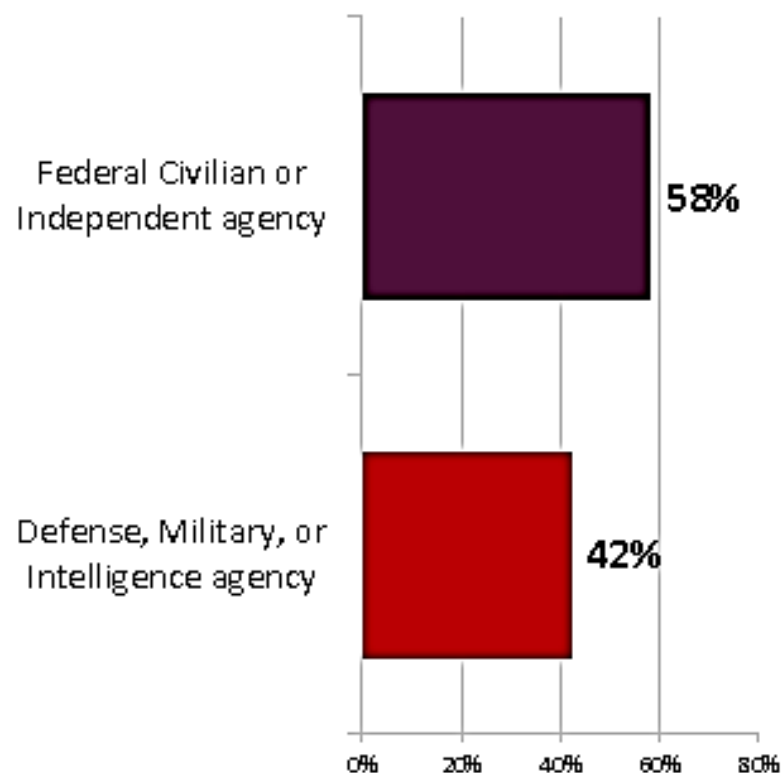
Government Decision Making Involvement



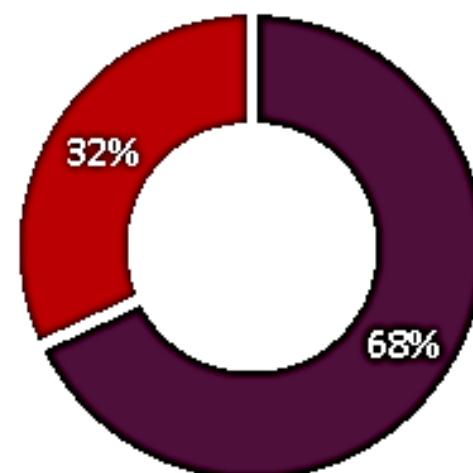
RESPONDENT PROFILE

Government Decision Makers

Agency Type



Location




- In the Washington DC Metro area
- Outside the Washington DC Metro area



Tips from @GovConGuy

- Know who needs to see you.
- Know how they need to see you.
- Understand how they buy.
- Confirm how they classify their buys.
- Never overlook low-hanging fruit.

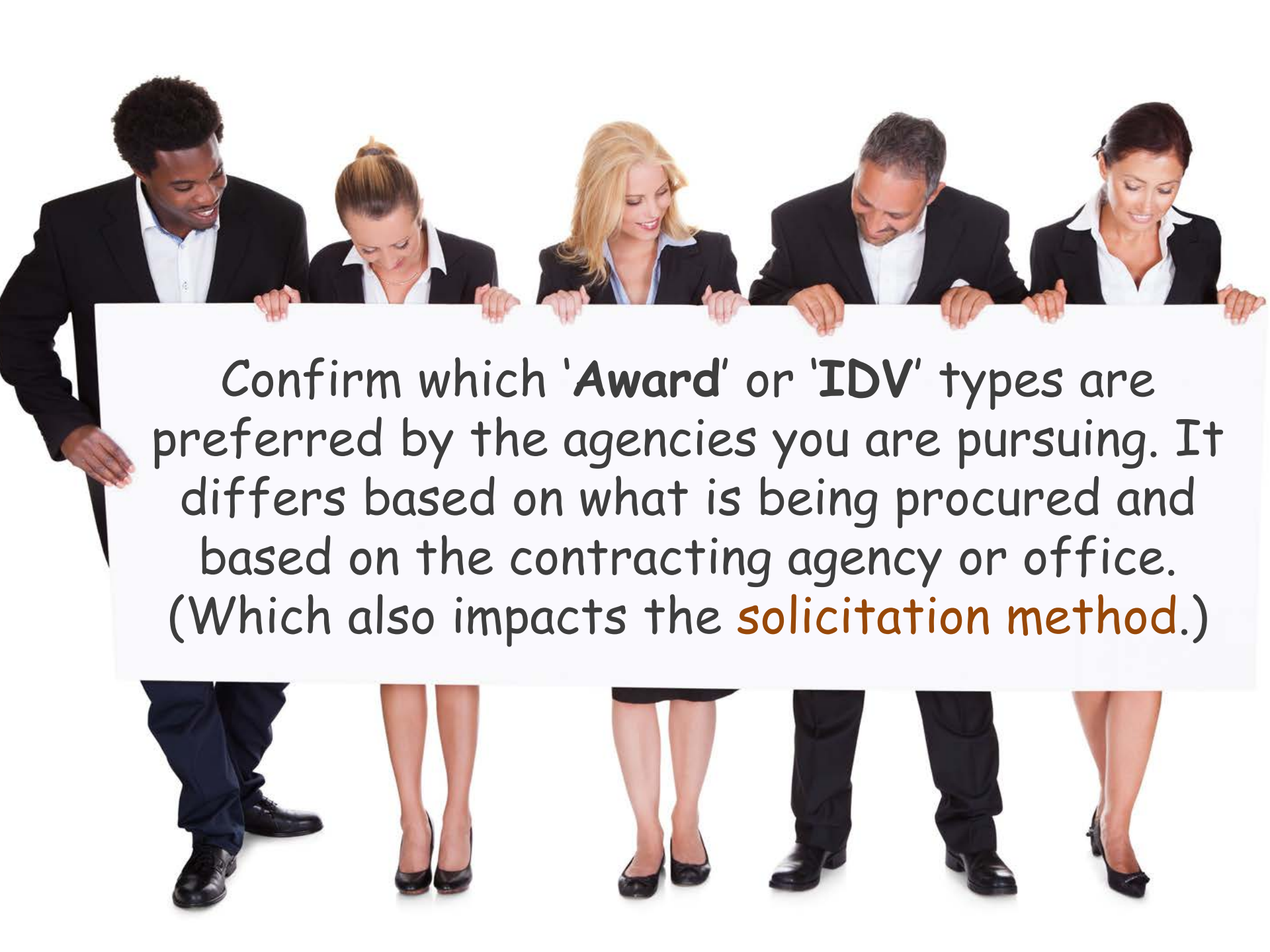


A group of four business professionals (two women and two men) in dark suits are shown in a hush, with their hands near their mouths. The man in the center has a surprised expression. Three speech bubbles are positioned above them, containing text related to procurement. The background is plain white.

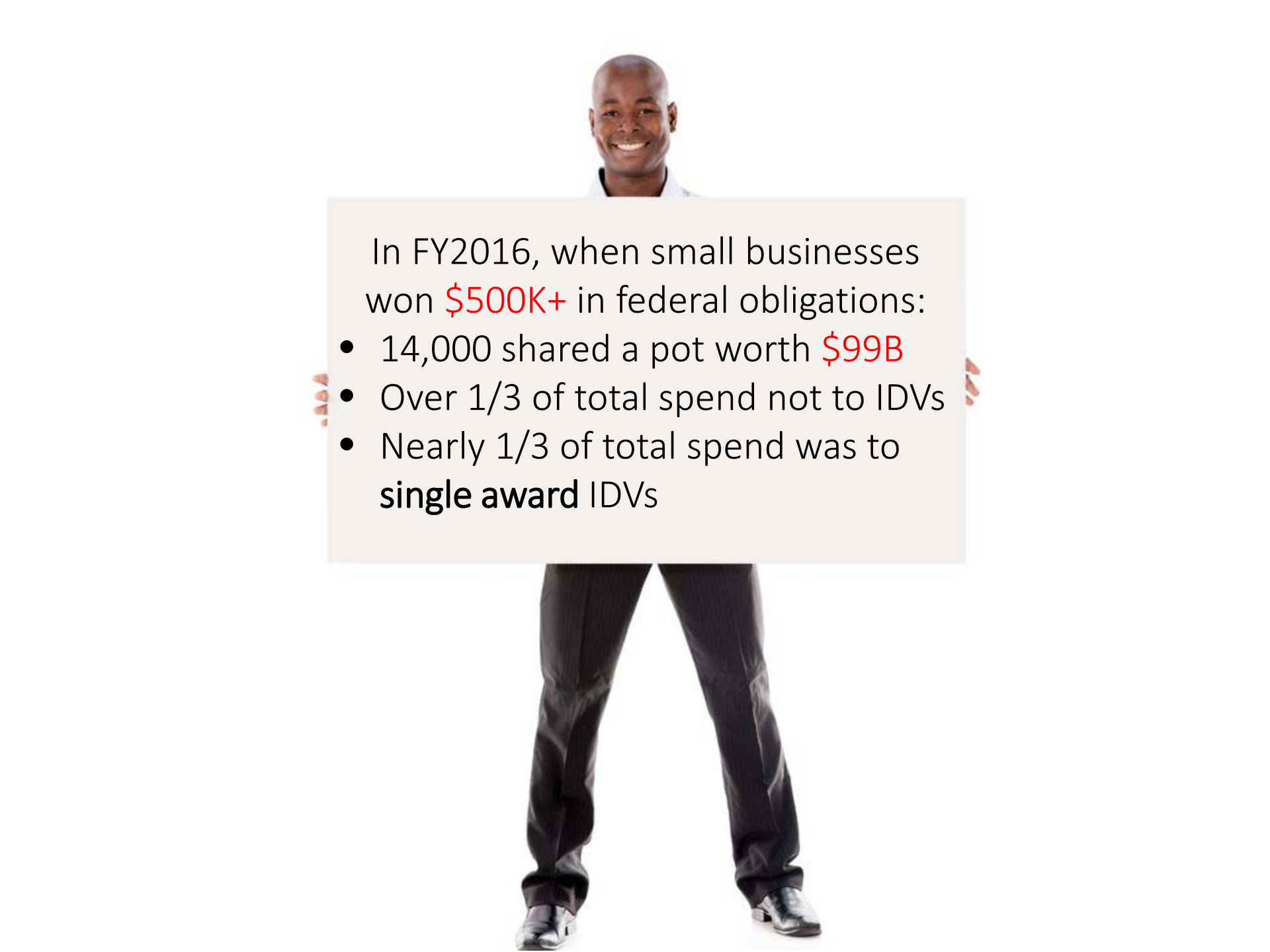
Did you get a
GSA Schedule
yet?

IDIQ?
GWAC?

You have to have
multiple-award
contract vehicles!

A group of five business professionals (three men and two women) in professional attire are standing behind a large white sign. They are all looking down at the sign with interest. The background is plain white.

Confirm which 'Award' or 'IDV' types are preferred by the agencies you are pursuing. It differs based on what is being procured and based on the contracting agency or office. (Which also impacts the **solicitation method**.)



In FY2016, when small businesses won **\$500K+** in federal obligations:

- 14,000 shared a pot worth **\$99B**
- Over 1/3 of total spend not to IDVs
- Nearly 1/3 of total spend was to **single award IDVs**

An **'Indefinite Delivery Vehicle'** is a contract/agreement awarded to one or more vendors to facilitate the delivery of supply and service orders. These are the only award instruments which may have orders placed against them.

The IDV types listed in FPDS-NG are:

BOA

BPA

FSS

GWAC

IDC

An **'Award'** is a contractual vehicle (vice an agreement) that cannot have orders placed against it (the only way to change an 'award' is to modify it). Awards are made to a single vendor.

Following are the types of awards listed in FPDS-NG:

BOA* (Single Award)

BPA* (Single Award)

BPA Call

Definitive Contract

Delivery Order

IDC* (Single Award)

Purchase Order

Two **Award Types** reference an **IDV Number...**

BPA Call

Delivery Order

...the other two **Award Types** don't
reference an IDV Number.

Definitive Contract

Purchase Order

Fiscal Year	2016
Sum of Action Obligation	
Award or IDV Type	Total
BOA	\$ 77,331,174.56
BPA	\$ 37,411,043.07
BPA CALL	\$ 12,402,008,663.43
DEFINITIVE CONTRACT	\$ 220,392,766,245.21
DELIVERY ORDER	\$ 212,221,588,834.35
FSS	\$ -
GWAC	\$ 4,222,030.79
IDC	\$ 11,401,087,762.55
PURCHASE ORDER	\$ 15,987,941,468.04
Grand Total	\$ 472,524,357,222.00

Fiscal Year	2016
Sum of Action Obligation	
Award or IDV Type	Total
BOA	\$ 77,331,174.56
BPA	\$ 37,411,043.07
BPA CALL	\$ 12,402,008,663.43
DEFINITIVE CONTRACT	\$ 220,392,766,245.21
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Tips from @GovConGuy

- Know who needs to see you.
- Know how they need to see you.
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- Never overlook low-hanging fruit.



I was told we would find plenty of business opportunities by having the right **NAICS Codes** on our **SAM.gov** profile and using them to guide our searches in **FBO.gov**.



'Classified' Information

- Standard Industrial Classification (SIC)
- North American Industrial Classification System (NAICS)
- Product and Service Codes (PSC)
- Special Item Numbers (SIN)
- Object Class Codes (OCC)
- Federal Enterprise Architecture Business Reference Model (FEA BRM)
- and More!

(Pardon us if we get just a little confused!)



There's more to understanding what agencies buy than NAICS Codes!

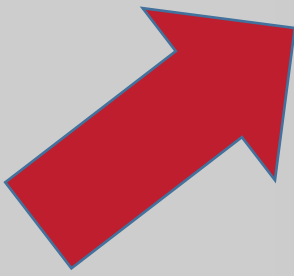
Haven't you looked at SAM? FBO? FPDS-NG?

NAICS Codes Selected:

Primary	NAICS Code	Description
	334511	SEARCH, DETECTION, NAVIGATION, GUIDANCE, AERONAUTICAL, AND NAUTICAL SYSTEM AND INSTRUMENT MANUFACTURING
	334516	ANALYTICAL LABORATORY INSTRUMENT MANUFACTURING
	517110	WIRED TELECOMMUNICATIONS CARRIERS
	541330	ENGINEERING SERVICES
	541370	SURVEYING AND MAPPING (EXCEPT GEOPHYSICAL) SERVICES
	541380	TESTING LABORATORIES
	541511	CUSTOM COMPUTER PROGRAMMING SERVICES
	541512	COMPUTER SYSTEMS DESIGN SERVICES
	541519	OTHER COMPUTER RELATED SERVICES
	541611	ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES
	541690	OTHER SCIENTIFIC AND TECHNICAL CONSULTING SERVICES
Yes	541712	RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES (EXCEPT BIOTECHNOLOGY)
	611519	OTHER TECHNICAL AND TRADE SCHOOLS

PSC Codes Selected:

PSC Code	Description
----------	-------------



‘...best describes the principal purpose of the product or service being acquired.’



This one describes NAICS Codes.

This one describes Product and Service Codes.



‘...“WHAT” was bought for each contract action and should be selected based on the predominant product or service being purchased.’

This is a combined synopsis/solicitation for commercial items prepared in accordance with the format in FAR subpart 12.6, as supplemented with additional information included in this notice. This announcement constitutes the only solicitation; quotes are being requested, and a written solicitation will not be issued. The solicitation number is VA262-16-Q-0990, this solicitation is a Request for Quote (RFQ), and it is a Brand Name or Equal solicitation. The VA San Diego Healthcare System (VASDHS), located at 3350 La Jolla Village Drive, San Diego, California 92161 hearing instrument interface equipment.

Quoters should thoroughly review the Price/Cost Schedule of Supplies and Services and Statement of Work (SOW), and be familiar with the requirements of the solicitation prior to submitting quotes in order to be fully aware of the scope of supplies and services required. Failure to do so will not relieve the successful quoter from performing in accordance with the strict intent and meaning of the solicitation and/or specifications without additional cost to the Federal Government. The Government shall not reimburse any cost not incorporated into the quoter's price, except as otherwise set forth herein.

Respond to the requirements of this RFQ by completing the blanks in the Schedule of Supplies and Services and by including a completed copy of Federal Acquisition Regulation (FAR) 52.212-3 Offeror Representations and Certifications-Commercial Items with quotes. Both are attached to this RFQ. Also, vendors shall include local stock numbers with quotes. Quotes and FAR 52.212-3 Offeror Representations and Certifications-Commercial Items should be emailed to Susanne.Christen@va.gov. Please ensure that the subject line of all emails include "VA262-16-Q-0990." Quotes are due by 1 p.m. Eastern Standard Time (EST) on September 20, 2016.

GENERAL INFORMATION

Notice Type:

Combined Synopsis/Solicitation

Posted Date:

September 16, 2016

Response Date:

September 20, 2016

Archiving Policy:

Automatic, on specified date

Archive Date:

November 19, 2016

Original Set Aside:

N/A

Set Aside:

N/A

Classification Code:

70 – General purpose information technology equipment

NAICS Code:

334 – Computer and Electronic Product Manufacturing/334510 – Electromedical and Electrotherapeutic Apparatus Manufacturing

Award ID (Mod#):	0004 (4) (View)	Award Type:	DELIVERY ORDER
Vendor Name:	TACTICAL ENGINEERING & ANALYSIS, INC.	Contracting Agency:	DEPT OF THE NAVY
Date Signed:	October 27, 2016	Action Obligation:	\$350,000
Referenced IDV:	N8600115D0073	Contracting Office:	SPACE AND NAVAL WARFARE SYSTEMS
NAICS (Code):	ENGINEERING SERVICES (541330)	PSC (Code):	MAINT/REPAIR/REBUILD OF EQUIPMENT- ADP EQUIPMENT/SOFTWARE/SUPPLIES/SUPPORT EQUIPMENT (J070)
Vendor City:	SAN DIEGO	Vendor DUNS:	033489019
Vendor State:	CA	Vendor ZIP:	921246104
Global Vendor Name:	TACTICAL ENGINEERING & ANALYSIS INC.	Global DUNS Number:	033489019



Which NAICS Goes With This Product Service Code?

POSTED BY EDITOR-IN-CHIEF VISIONARY · JANUARY 24, 2017 · 1 COMMENT

182 NAICS Codes associated with PSC Code 8145 that represents
'Specialized Shipping and Storage Containers'

with net obligations of **\$101M** from **57 contracting agencies** (e.g., TSA vs DHS).

In fact, this PSC Code was referenced in conjunction with NAICS Codes from these **15 different** Industry Sectors:

- Agriculture, Forestry, Fishing and Hunting (11)
- Utilities (22)
- Construction (23)
- Manufacturing (31-33)
- Wholesale Trade (42)
- Retail Trade (44-45)
- Transportation and Warehousing (48-49)
- Information (51)
- Finance and Insurance (52)
- Real Estate, Rental and leasing (53)
- Professional Scientific and Technical Services (54)
- Administrative and Support and Waste Management and Remediation Services (56)
- Arts, Entertainment and Recreation (71)
- Other Services (except Public Administration) (81)
- and Public Administration (92)



// you're reading...



CHIEF VISIONARY'S BLOG, FEATURED ARTICLES & BLOGS, GOVCONCI™, INDUSTRY BLOGGER, INDUSTRY NEWS, MARKET INTELLIGENCE AND RESEARCH, OP-ED/BLOG

542 Reasons to Change How You Use NAICS and PSC Codes (or 'Are you looking for your opportunities in the right place(s)?')

POSTED BY GOVCONCHANNELCHIEF · OCTOBER 4, 2015 · 3 COMMENTS

FILED UNDER ACQUISITION, COMPETITIVE INTELLIGENCE, CONTRACTING, GOVERNMENT, INTELLIGENCE, NAICS CODE, PRODUCT AND SERVICE, PSC, SIMPLIFIED ACQUISITION, SMALL BUSINESS, SOLICITATION



Before the North American Industry Classification System (NAICS) was adopted by government contracting, two other classification systems were in play. One, the Standard Industrial Classification (SIC) was replaced by NAICS and the other was all but forgotten, if it was known in the first place. Funny thing is, the Product and Service Codes (PSC) didn't go away and remain an integral part of federal contracting for agencies and vendors.

This continues my ongoing 'reveal' of the relationship between PSC and NAICS Codes.

— The Chief Visionary

In an effort to help increase opportunity awareness for small federal contractors, I've published quite a few pieces related to NAICS Codes, PSC Codes, how they are used by agencies and how vendors should ensure they understand how knowing and using both systems can add to identifying opportunities. Some of the more recent ones include:

- ['To See or To Be Seen, Use the Right Codes!' \(Video\)](#)
- ['Balancing NAICS and PSC For Business Sake'](#)
- ['Marketing? Market Research? Don't Ignore Product and Service Codes.'](#)
- ['Quick Guide to Product and Service Codes in Government Contracting'](#)
- ['Fact, Fiction and More About NAICS Codes'](#)



CATEGORIES

- ▣ Acquisition News (727)
- ▣ Agency News (596)
- ▣ Announcements (62)
 - ▣ Business Opportunity (41)
 - ▣ Request For Information (14)
 - ▣ Sources Sought (2)
- ▣ Budget News (107)
- ▣ Chief Visionary's Blog (88)
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- ▣ Contract Awards (36)
- ▣ Contributor (1,541)
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 - ▣ Sponsor/Partner (93)
- ▣ Education and Training Events (10)



NAICS

PSC



Tips from @GovConGuy

- Know who needs to see you.
- Know how they need to see you.
- Understand how they buy.
- Confirm how they classify their buys.
- Never overlook low-hanging fruit.





Fortunately, not every procurement conducted by federal civilian, defense and intelligence agencies requires an ultra complex response with a super-high page count.





Sum of Action Obligation		
Solicitation Procedures	Fiscal Year	Total
SIMPLIFIED ACQUISITION	2009	\$ 12,999,900,259.82
	2010	\$ 13,940,199,956.31
	2011	\$ 16,736,306,018.60
	2012	\$ 15,665,534,304.75
	2013	\$ 17,451,799,799.11
	2014	\$ 19,013,688,881.21
	2015	\$ 19,883,860,788.60
	2016	\$ 20,545,341,170.21
Grand Total		\$ 136,236,631,178.61



Search input field with magnifying glass icon

Advanced Search

- Role of Treasury
- The Secretary
- Organizational Structure
 - Treasury Officials
 - Offices**
 - Bureaus
 - Inspectors General
- Budget and Performance
- Education
- History

About



Home » About » Organizational Structure » Offices » Management » Part II: Simplified Acquisitions

Part II: Simplified Acquisitions

Simplified Acquisitions is the term given for purchases between \$3,000.00 and \$150,000.00. For discussion purposes, we have broken out this category into two different sections; those purchases between \$3,000.00 and \$25,000.00 and those between \$25,000.00 and \$150,000.00.

Purchases between \$3,000.00 and \$25,000.00

- Recommended as a "Foot in the Door" to Government Contracts
- Typically Not Formally Publicly Advertised (i.e., No Synopsis in FedBizOpps or Advertised on the Bureau Bid Board)
- Government Must Solicit Three Sources (Either Orally or in Writing)
- Purchases Are Reserved Exclusively for Small Business Concerns

Purchases between \$25,000.00 and \$150,000.00

- Typically Publicly Advertised (i.e., Synopsis in FedBizOpps)
- Purchases Are Reserved Exclusively for Small Business Concerns
- 8(a) Procedures May Be Used (Only One Source Would Be Contacted and Synopsis Would Not Be Required)

For additional information, please see the Treasury listing of Bureau Simplified Acquisition Contacts.

For the acquisition of services over \$25,000 up to \$150,000, Treasury has an exception to the above requirement. Please contact the [Bureau Small Business Specialist](#) for further details.



Making Home Affordable

Find help for your mortgage. Visit [MakingHomeAffordable.gov](#)



Financial Stability

Helps ensure that businesses have the credit to grow and families can get affordable loans to meet their economic needs. Visit [FinancialStability.gov](#)



Wall Street Reform

It is time to restore responsibility and accountability to our financial system. Find out more about Wall Street Reform.

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61

79

153

275

2698

10131



Contracting

Funding

Department

Agency

Office



In Fiscal Year 2016 (Year To Date) when small business concerns accrued **\$250,000 or more** in obligations resulting from Simplified Acquisition actions (only), the impact was:

\$8.8B in Simplified Acquisition Obligations to **6271** Small Business Concerns

- 33 with Simplified Acquisition obligations **greater than \$20M**
- 58 Small Businesses obligated between **\$10M and \$20M**
- 1784 with total SAP obligations between **\$1M and \$10M**
- 1660 Small Businesses obligated between **\$500K and \$1M**
- 2736 who were obligated **at least \$250K and as much as \$500K**

Reason #7 It's Not a Bad Way to Make a Living!

From the e-course '**15 Reasons Simplified Acquisitions Should Be In Small Business Pipelines!**'







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A group of five business professionals (three women and two men) in professional attire are holding a large white sign. They are all looking down at the sign with interest. The sign contains the main title of the document.

5 Tips to Quickly Improve How Companies Find and Win Government Contracts and Subcontracts.