



Small businesses succeed in the government marketplace
thanks to Procurement Technical Assistance Centers!

FIND IT, WIN IT, KEEP IT

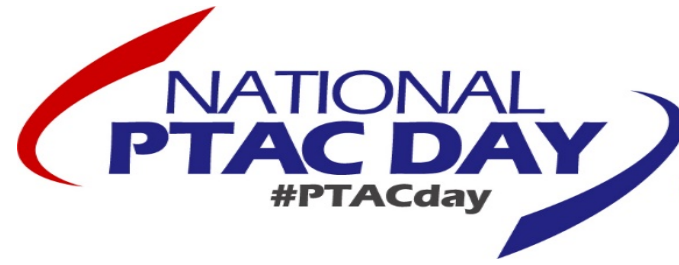
What we do for our customers

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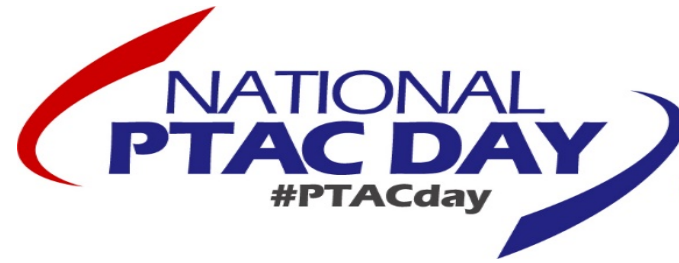
The New Mexico Procurement Technical Assistance Center (NMPTAC) is funded in part through a cooperative agreement with the Defense Logistics Agency. The NM PTAC is also funded by the State of New Mexico.



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WHY THESE 3 AREAS

- A) Important to focus your Business Development efforts in areas where you can win and perform.
- B) A focused, compliant proposal is your path to winning work.
- C) Whether you are a prime or a sub, performance is key to not only keeping your contract, but also winning future work.



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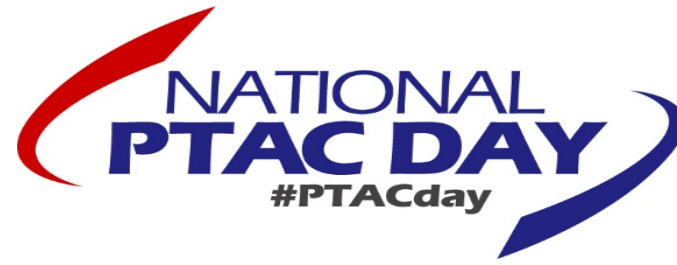


FIND IT: LOCATING OPPORTUNITIES THAT FIT

Sources vary – need to look in the right places

Narrow down your search – what is right for you?

Don't give up – focus your search



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SOURCES

Federal (DoD, DHS, DOE, VA, GSA . . .)

FedBizOps (FBO) is a major source, but other sites are out there

VetBiz, GSA Acquisition Gateway, FedConnect, EuroNECO, NRO ARC

State and Local

State General Services or Purchasing Div., County and City sites

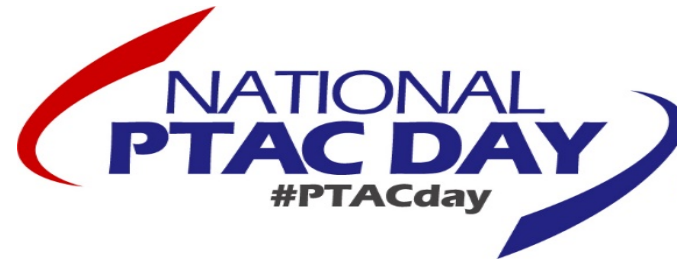
Bid Networks, Bid Boards, Purchasing Cooperatives

Private and Commercial

Utilities, schools, hospitals

Networking is key (National and local organizations)

AMA, S.A.M.E., PACA, ABC



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NARROW DOWN THE SEARCH

Type of work

NAICS code, specialty, niche service, market

Location of work

Local, regional, international – what works for your business?

Job/Contract Size

Standards for small business based on NAICS, socio-economic status

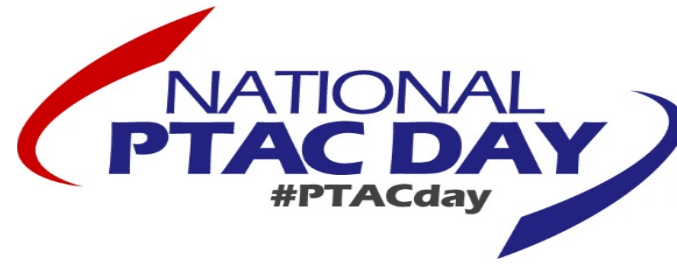
Also consider capital requirements, investment in equipment, payroll, etc.

Competition

Full and open, set-aside, direct award

Other Considerations

Security, Insurance, IT Systems, Cybersecurity, Key Personnel



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DON'T GIVE UP

If at first you don't succeed . . .

Many proposals may be needed to get one win

Expand or contract your search scope

Don't try to bid on everything

Focus on what fits your business plan

Respond to Request for Information

You could influence the procurement method

Let the buyer know who you are

Especially important for socioeconomic businesses



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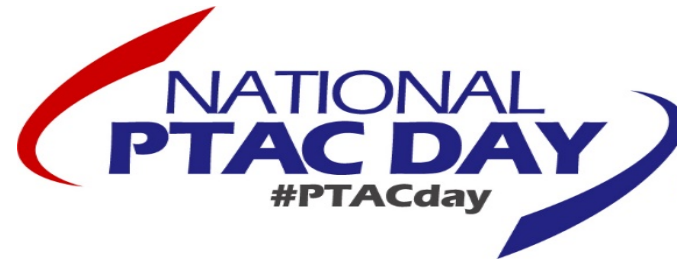


WIN IT: THE PROPOSAL IS KEY

You have one chance to tell/sell your story

Timing is critical - don't be late

Prepare to explain or adjust your proposal



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THE PROPOSAL

The Proposal or Bid conveys your message to the customer, but these can vary greatly

Simple RFQ Response

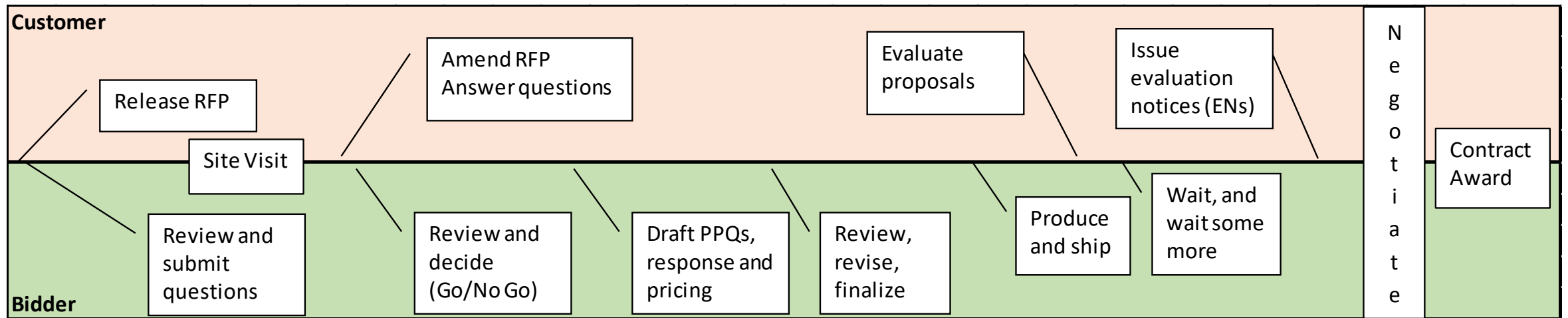
- Depends on requirements
- May be just a dollar amount
- May include company profile
- Capability statement
- References or past performance

Full RFP Response

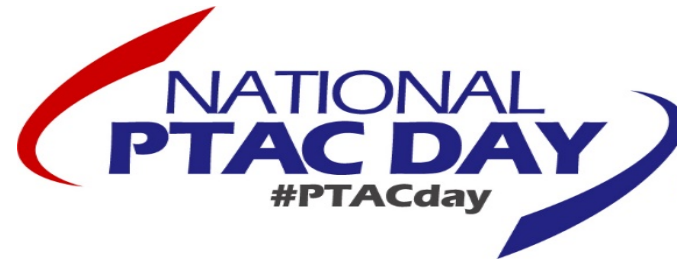
- Usually multiple volumes
- Business/Contractual section
- Past Performance
- Technical Approach
- Cost/Price Detail
- Oral Presentation???

TIMING IS CRITICAL

Lay out a proposal timeline



Allow time to ship and deliver!!!



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CONTENT SUGGESTIONS

Business/Contractual

Be proposal ready (SAM, DUNS, CAGE, DSS, etc.)

Be sure to include required representations and certifications

Past Performance

If PPOs, then help the evaluator, fill in what you can

Lack of Past Performance isn't a show-stopper

Technical

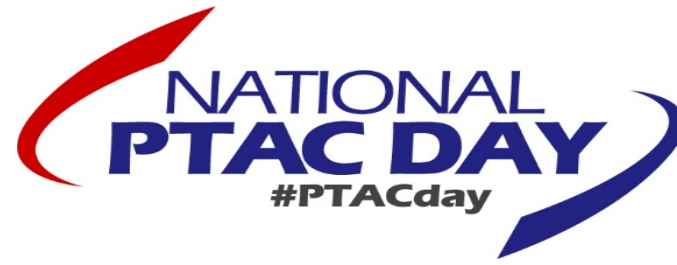
No assumptions as to your capability and intent

Explain how you will meet requirements, address risk, if any

Price/Cost

Provide what is requested

May be lump sum, CLIN pricing, or detailed cost build-up



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YOUR CHANCE TO EXPLAIN THINGS

Evaluation Notices (ENs)

Usually means you need to explain something further

This could save your proposal from elimination

Follow the guidance that comes with the ENs

Negotiations

Usually means they like your proposal, but not your price

Prepare to make adjustments or defend your numbers

Adjustments may be minor, or just require clarification

Consider both sides



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KEEP IT: YOUR BUSINESS DEPENDS ON IT

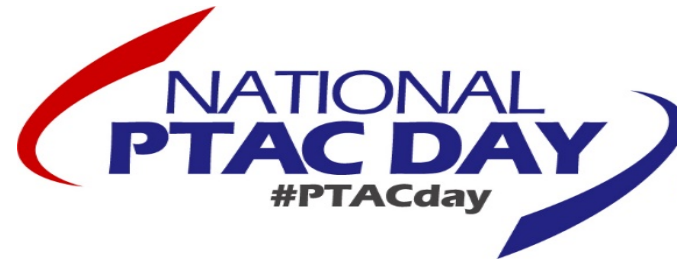
Be responsive

Understand your contract

Meaningful transition

Know and meet your requirements





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GET OFF TO A GOOD START

Be responsive

- Acknowledge award promptly

Kick-off Meeting (if possible)

- Chance to meet customers and incumbents

- Clear up any misconceptions, clarify requirements

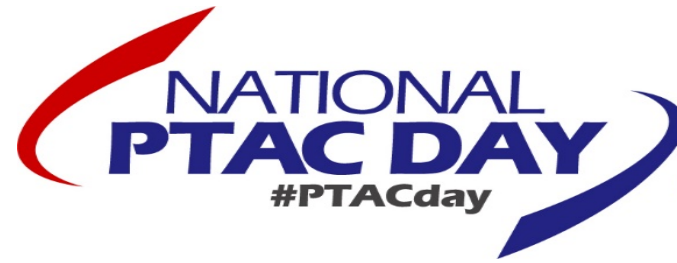
- Get the lay of the land

Transition Period

- Good way to learn what is being done

- May be able to reach out to incumbent employees

- Imperative to transfer inventories and work in progress accurately



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MAINTAIN CONTRACT COMPLIANCE

Personnel

- Put qualified personnel in place, on time

- Consider experience and training requirements

- Plan for time to get credentials, base/facility access, security requirements

Know your contract requirements

- Establish clear hours, shifts, days, holidays, locations of performance

- Safety, security, quality plans may be required shortly after award

- Deliverables – what is required, when is it required, format, etc.

Stay in scope and seek feedback

- Work must be authorized by contractual documents and/or CO

- Try to review performance at least quarterly

- This job is your future past performance



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SUMMARY

As PTAC Advisors we can:

- ✓ Help clients find the right opportunities
- ✓ Provide advice on solicitation review and proposal submission
- ✓ Train clients on basic contract management procedures

APTAC Site: <https://www.aptac-us.org/>
Questions?