Advanced Federal Marketing Mastery™

Personal Worksheets

Have you ever wondered what a business development, sales, or marketing professional **does every day** that results in success? What steps does she take, where does he go, what research does she perform, how does he reach decision-makers, what is her secret to getting the important meetings, what follow-up needs to be done?

All of these daily tasks and much more are covered in detail in the TargetGov® **Advanced Federal Marketing Mastery™** on demand virtual training.

Federal government marketing and sales has developed through the years into a complicated process usually understood only by those with many years of trial-and-error experience. TargetGov's Government Contracting Institute was the first in the nation to create in-person and now virtual training based upon decades of experience, identifying the successful processes, templates, and checklists you need to use to result in bottom-line revenue growth in the distinctive federal government marketplace.

This intensive, instructor-led, hands-on virtual training will clearly identify the required processes and procedures a government sales and marketing professional individual or team must employ to see success in this unique and potentially lucrative market.

Disclaimer: Because of the ever-changing U.S. Federal Government marketplace, it is your responsibility as a contractor or vendor to maintain your adaptability to whatever the marketplace demands. Use all resources available to you through the government as well as other experts to stay on top of all market changes. Sign up at no cost as a TargetGov Preferred Client to receive our bi-weekly newsletter by email and other complimentary resources: https://www.targetgov.com/sign-up/

Table of Contents

Sales Goals and Transactions Worksheets

Revenue & Sales Goals

Current Annual Federal Revenue (in last full year): ________________________ plus (+)

	Year 1	Year 3	Year 5
New Government Business Goals $	________	________	________
equals	=	=	=
Total New Government Business Goals: $	________	________	________

Example:

Current Annual Federal Revenue (in last full year): $1,500,000 plus (+)

Option A:	**Year 1**	**Year 3**	**Year 5**
New Government Business Goals	$3,000,000	$5,000,000	$10,000,000
equals	=	=	=
Total New Government Business Goals: $	$4,500,000	$9,500,000	$19,500,000

Option B:	**Year 1**	**Year 3**	**Year 5**
New Government Business Goals	$1,500,000	$2,000,000	$5,000,000
equals	=	=	=
Total New Government Business Goals: $	$3,000,000	$5,000,000	$10,000,000

Current Transaction Value Range:

Note: A transaction is your definition such as a task order, a contract, a purchase order, a sale, a credit card sale, or other unit of sale that your company has experienced or anticipates experiencing in selling your services and/or products to the federal government customer

From $____________________ to $_____________________

Example: From $50,000 to $10,000,000

Or from $75 to $10,000

Calculate the Number of Transactions Needed to Reach Goal

Using the above numbers, determine the number of transactions (ex: task orders) it will take to reach your first-year goals.

Year 1 goal = $__________ divided by the lowest transaction dollar value of $ _______________

Equals (=) ______ transactions needed to reach goal of $ _______________

Next step:

Year 1 goal = $_________ divided by the highest transaction dollar value of $ _______________

Equals (=) ______ transactions needed to reach goal of $ _______________

Examples: If you have a goal of $3 million and an average lowest transaction value of $50,000 the resulting number of transactions needed to reach your goal is sixty (60). Proof: 60 X $50,000 = $3,000,000. Repeat for the highest transaction.

Year 1 goal = $3,000,000 divided by the lowest transaction dollar value of $ 50,0000

Equals (=) 60 transactions needed to reach $3 million

And

Year 1 goal = $3,000,000 divided by the highest transaction dollar value of $ 10 million

Equals (=) a minimum of one transaction needed to reach $3 million (because you cannot have a partial transaction in this example.)

Your Transactions Needed to Reach Goal

Results: To reach the first-year goal of new government sales revenues, of $____________________, in the following range of dollar value of transactions:

From $___________________ to $___________________
(low end transaction) (high end transaction)

it will take from ___________ to ___________ transactions.

Examples:
To reach the first-year goal of new government sales revenues of $ 3 million, in the following range of dollar value of transactions:

From $50,000 to $10 million
(low end transaction) (high end transaction)

it will take from 60 to only one transaction.

FAST® WIN Process Sales and Marketing Funnel

1. Opportunity Universe
2. Pipeline to indicate who and where your targets are.
3. Begin proactively marketing to all appropriate targets.
4. Continuously qualify opportunities.
5. Engage regularly with prospects and customers.
6. Shape the opportunities to match your capabilities and capacity.
7. Review the Bid-no-bid Decision Process at each stage.
8. Submit the RFP or direct award documents.
9. Win!

*IBYC indicates the Issues Beyond Your Control

Close Ratio

We usually close or win _______ out of every ________ that we bid/pursue.

Generally, our company closing ratio is calculated at : _________%

Therefore, if we want to have ________ to ________ successful transactions,

We should plan to have __________ to ___________ opportunities in the pipeline or sales funnel.

Examples:

We usually close or win two out of every ten that we bid/pursue.

As a result, our company closing ratio is calculated at: 20%

Therefore, if we want to have 60 successful transactions:

$$\frac{60}{X} = \frac{20}{100}$$

60 * 100 = 6,000 then divide 6,000 by 20 to get "x" which equals 300

We should plan to have 300 smaller sized opportunities in the pipeline or sales funnel.

At the higher transaction end of $10 million per transaction, if we still only close 20%, to get to the goal of $3 million in sales, we would need at least five very strong opportunities in the pipeline to get to one sale of $10M (exceeding the $3 million goal.) Very Risky situation.

Business Strategies Worksheet

Your Firm's Role	% of contracts in past year	% of contracts next year
• **Prime Contractor**	____________	____________
• **Subcontractor**	____________	____________
• **Teaming Partner**	____________	____________

Possible Marketing Targets:

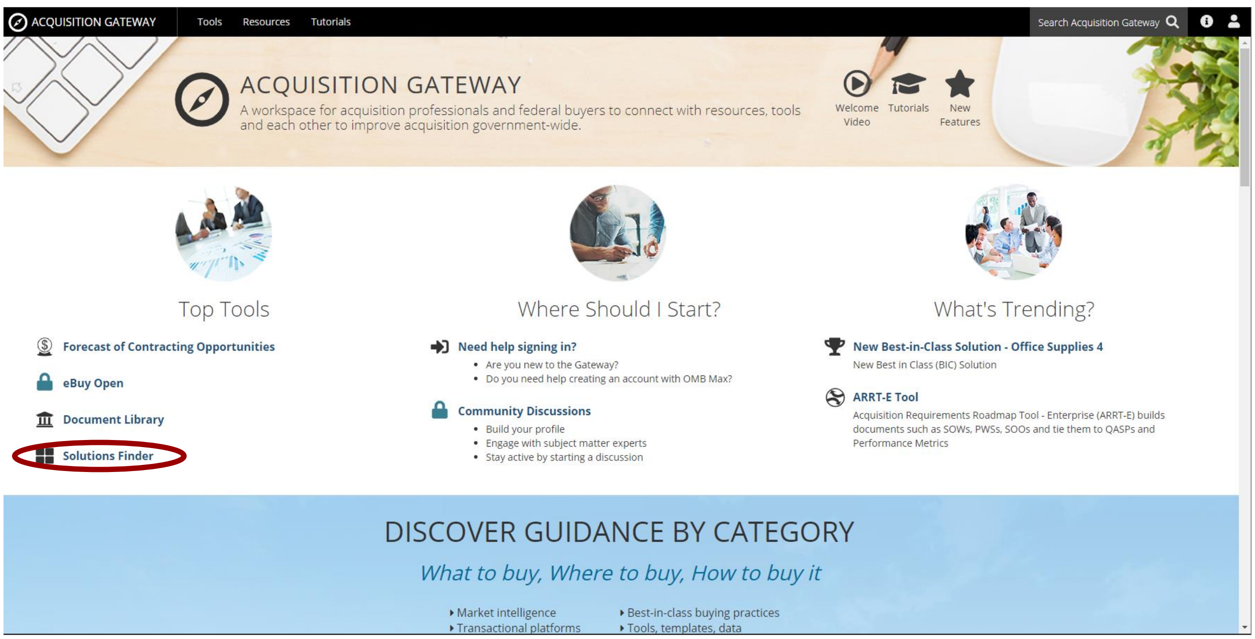
Possible target federal agencies:

Possible target prime contractors:

Possible target teaming partners:

Artificial Intelligence and New Data Scraping Tools

The federal government has created a workspace for acquisition professionals and federal buyers to connect with resources, tools and each other to improve acquisition government-wide. This tool also incorporates artificial intelligence and data scraping tools to search current federal databases including SAM.gov, the SBA's Dynamic Small Business Database (DSBS) to find keywords and phrases for the services and products they are looking for as well as proof of past performance outside of the federal CPARS.gov system.



The Solutions Finder tab is the location of the data scraping tool. *Please note that vendors cannot obtain a login for this system. It is only to be used by government acquisition professionals and federal buyers.* We are including this information here because it impacts your data included in SAM.gov and the DSBS system on the following pages.

Access Acquisition Central here: https://hallways.cap.gsa.gov/

Build a Solid Business Foundation: SAM Registration

System for Award Management (SAM.gov)

Core Data

Business & TIN Information:

Business Information:

Business Start Date:
Fiscal Year End Close Date:
Company Division Name:
Company Division Number:
Corporate URL:

Registration Date:

Expiration Date:

Renewal Date:

Physical Address:

Address Line:

City:

State/Province:

Country:

ZIP/Postal Code:

Mailing Address:

Address Line:

City:

State/Province:

Country:

ZIP/Postal Code;

CAGE/NCAGE Code

CAGE:

General Information

Country of Incorporation:

State of Incorporation:

Business Types

Entity Structure:

Profit Structure:

Business Types:

Entity Type:

Purpose of Registration:

Organization Factors:

Financial Information

Do you accept credit cards as a method of payment? Y/N

Account Details:

CAGE Code:

Electronic Funds Transfer:

Automated Clearing House (ACH):

Information Opt-Out

I authorize my entity's information to be displayed in SAM's Public Search: Y/N

Assertions

Goods & Services

NAICS Codes Selected: (usually between 1 and 15)

Find here: http://www.census.gov/eos/www/naics/

PSC Codes Selected: (usually between 1 and 30)

Find here: Please refer to the Government-Wide Category Management Taxonomy for application to the Government-Wide Category Management Program. https://psctool.us/

Size Metrics

Worldwide:
Location (Optional):

EDI Information

Do you wish to enter EDI Information for your non-government entity?

Disaster Relief Information

Do you wish to enter Disaster Relief Data for your entity? Y/N

Does your company require bonding to bid on Contracts?

Points of Contact

Mandatory Point of Contact:

Government Business POC

Title:

First Name:

Middle Name:

Last Name:

US Phone:
Extension:

NON US Phone:

Notes: *USE THIS FIELD FOR KEYWORDS and PHRASES*

Address Line 1:

City:

State/Province:

Country:

ZIP/Postal Code:

Electronic Business POC

Title:

First Name:

Middle Name:

Last Name:

US Phone:
Extension:

NON US Phone:

Notes: *USE THIS FIELD FOR KEYWORDS and PHRASES*

Address Line 1:

City:

State/Province:

Country:

ZIP/Postal Code:

Accounts Receivable POC

Title:

First Name:

Middle Name:

Last Name:

US Phone:
Extension:

NON US Phone:

Notes: *USE THIS FIELD FOR KEYWORDS and PHRASES*

Address Line 1:

City:

State/Province:

Country:

ZIP/Postal Code:

Party Performing Certification POC

Title:

First Name:

Middle Name:

Last Name:

US Phone:
Extension:

NON US Phone:

Notes: *USE THIS FIELD FOR KEYWORDS and PHRASES*

Address Line 1:

City:

State/Province:

Country:

ZIP/Postal Code:

Optional Point of Contact:

Past Performance POC

Title:

First Name:

Middle Name:

Last Name:

US Phone:
Extension:

NON US Phone:

Notes: *USE THIS FIELD FOR KEYWORDS and PHRASES*

Address Line 1:

City:

State/Province:

Country:

ZIP/Postal Code:

Note: There are eight different points of contacts titles, plus eight alternate points of contact titles, for a total of sixteen possible points of contact with notes fields to add different keywords and phrases for a total available space of 1,600 to 2,000 different keywords and phrases. Most people have a difficult time coming up with 500-900 appropriate keywords and phrases.

Create a Company-Specific NAICS and PSC Excel List

Sample:

Current	Consider	Search Only	NAICS	Description
	X		115310	SUPPORT ACTIVITIES FOR FORESTRY
	X		236118	RESIDENTIAL REMODELERS
	X		236210	INDUSTRIAL BUILDING CONSTRUCTION
	X		236220	COMMERCIAL AND INSTITUTIONAL BUILDING CONSTRUCTION
	X		237110	WATER AND SEWER LINE AND RELATED STRUCTURES CONSTRUCTION
	X		237120	OIL AND GAS PIPELINE AND RELATED STRUCTURES CONSTRUCTION
	X		237130	POWER AND COMMUNICATION LINE AND RELATED STRUCTURES CONSTRUCTION
	X		237210	LAND SUBDIVISION
	X		237310	HIGHWAY, STREET, AND BRIDGE CONSTRUCTION
	X		237990	OTHER HEAVY AND CIVIL ENGINEERING CONSTRUCTION
	X		238910	SITE PREPARATION CONTRACTORS
	X		238990	ALL OTHER SPECIALTY TRADE CONTRACTORS
	X		324110	PETROLEUM REFINERIES
	X		541310	ARCHITECTURAL SERVICES
	X		541320	LANDSCAPE ARCHITECTURAL SERVICES
X			541330	ENGINEERING SERVICES
X			541350	BUILDING INSPECTION SERVICES
X			541360	GEOPHYSICAL SURVEYING AND MAPPING SERVICES
X			541380	TESTING LABORATORIES
X			541620	ENVIRONMENTAL CONSULTING SERVICES
X			541690	OTHER SCIENTIFIC AND TECHNICAL CONSULTING SERVICES
	X		541990	ALL OTHER PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
X			561210	FACILITIES SUPPORT SERVICES
X			561790	OTHER SERVICES TO BUILDINGS AND DWELLINGS
	X		562112	HAZARDOUS WASTE COLLECTION
X			562211	HAZARDOUS WASTE TREATMENT AND DISPOSAL
X			562219	OTHER NONHAZARDOUS WASTE TREATMENT AND DISPOSAL
	X		562910	REMEDIATION SERVICES
	X		813312	ENVIRONMENT, CONSERVATION AND WILDLIFE ORGANIZATIONS
X			924110	ADMINISTRATION OF AIR AND WATER RESOURCE AND SOLID WASTE MANAGEMENT PROGRAMS
X			924120	ADMINISTRATION OF CONSERVATION PROGRAMS

<u>Column descriptions:</u>

Current: Existing NAICS and/or PSC Codes in your SAM record

Consider Adding: Investigate codes used by competitors and used by target agencies

Search Only: Do not add to your record, but do use to search for opportunities.

NAICS search: https://www.census.gov/naics/

PSC Code search: https://psctool.us/

SBA's Dynamic Small Business Search Fields

DSBS Worksheet

Source: https://dsbs.sba.gov/ ONLY small businesses are eligible for this no-cost marketing database. Note: Most of this page is automatically filled in from your SAM record

Identification, Location & Contacts

This profile was last updated: Note: plan to check every 90 days!

Status:

Name of Firm:

Trade Name ("Doing Business As ..."):

DUNS Number:

Parent DUNS Number:

Address, line 1:

Address, line 2:

City:

State:

Zip:

Phone Number:

Fax Number:

E-mail Address:

WWW Page:

E-Mall (electronic mall

selling firm's products):

Contact Person:

Contact Title:

County Code (3 digit):

Congressional District:

Metropolitan Statistical Area:

CAGE Code:

Year Established:

Accepts Government Credit Card?:

GSA Advantage Contract(s):

Organization, Ownership & Certifications

Legal Structure:

Ownership and Self-Certifications:

Current Principals: Names and titles

"Business Development Servicing Office" (for certifications)

8(a) Certification:

SBA 8(a) Case Number:

SBA 8(a) Entrance Date:

SBA 8(a) Exit Date:

Note: these lines are filled in by the SBA, if appropriate. You have no access to them.

Small Disadvantaged Business Certification:

SDB Entrance Date:

SDB Exit Date:

HUBZone Certification:

HUBZone Certified?:

HUBZone Certification Date:

8(a) Joint Venture Certification:

8(a) JV Entrance Date:

8(a) JV Exit Date:

Women Owned - SBA Certified:

WOSB Certified?: [ ] Yes [X] No

WOSB Certification Date:

Economically Disadvantaged Women Owned - SBA Certified:

EDWOSB Certified?:[ ] Yes [X] No

Non-Federal-Government Certifications:

The sections highlighted in yellow are the fields where you can tell the story about your company. Use non-repetitive key-word heavy phrases and words, no long sentences. Look at government requirements for "government speak" terminology for your services and products. These are the fields that the data scraping tools use to find keywords and phrases describing the services and products that they are looking for.

Products & Services

Capabilities Narrative:

Special Equipment/Materials:

Business Type Percentages:

Bonding Levels

Construction Bonding Level (per contract)

Construction Bonding Level (aggregate)

Service Bonding Level (per contract)

Service Bonding Level (aggregate)

NAICS Codes with Size Determinations by NAICS: (automatically filled in from your SAM record)

Keywords:

Miscellaneous:

Quality Assurance Standards:

Electronic Data Interchange capable?:

Export Profile (Trade Mission Online)

Exporter?:

Export Business Activities:

Exporting to:

Desired Export Business Relationships:

Description of Export Objective(s):

Performance History (References) *This is a critical section!*

Note: All references should be three years or younger from date of contract completion.

Name: (Customer agency or business name)

Contract: A number or a brief description of what you provided

Start:

End:

Value:

Contact: [recommended: Contact __(your company employee)______ for immediate references]

Phone: [use your phone number]

Name:

Contract:

Start:

End:

Value:

Contact: [recommended: Contact ________ for references]

Phone: [use your phone number]

Name:

Contract:

Start:

End:

Value:

Contact: [recommended: Contact ________ for references]

Phone: [use your phone number]

Note: You may list as many references as desired.

Sample Agency Registration

National Security Agency

NATIONAL SECURITY AGENCY CENTRAL SECURITY SERVICE

Acquisition Resource Center *Vendor Registration*

INSTRUCTIONS

To enter your vendor's contact and capability information in this database, please read the brief instructions below and click 'Continue' at the bottom of this page. **Registration in System for Award Management (SAM) is required in order to register with the ARC.**

You will be asked to supply eight elements for inclusion in the ARC Business Registry:

1. **General Vendor Information** - Verify your vendor information (NOTE: This information is provided to the ARC by SAM. Updating your SAM record also updates your ARC record.) You will be able to provide other general information such as Division and Website URL.
2. **Security Information** - Provide security related information as it pertains to clearances, foreign affiliations, and security points of contact.
3. **Address Information** - You may supply information for multiple division and/or office locations *provided each entity maintains a unique DUNS number and CAGE code*. For each location you will be asked about security and venue information. You will also be able to list multiple points of contact for each address.
4. **Business Category Information** - Verify your special organizational categorizations such as Non-profit, Small Business, Hispanic Serving Institution, etc. (NOTE: This information is provided to the ARC by SAM.)
5. **Contract Vehicles** - Provide any information as it relates to any Multiple-Agency Contracts, Government-Wide Acquisition Contracts (GWACs), Agency-Specific Contracts (Multiple Award Contracts), and GSA Schedules.
6. **NAICS Codes** - Provide the NAICS codes that apply to your organization along with a corresponding statement to define your specific ability to perform within that NAICS Code category.
7. **Corporate Capabilities** - Provide up to a 500 word vendor abstract describing your corporate capabilities. A strong capability statement should include keywords, products, services and acronyms, rather than marketing verbiage. Exercise caution if identifying past contracts or experience with the United States Government that may be deemed classified.
8. **Products and Services** - Select the targeted products and services defined by NSA that pertain to your organization's capabilities.

Documents

The following documents are available for download to assist you in the registration process. Click on the name of a document to download it.

Name	Description	Size (KB)
ARC Registration Guide	Review ARC questions before completing the online registration.	5873 KB
ARC Capabilities Statement Tutorial	Guidelines for preparation of your corporate capabilities statement.	293 KB

Source: https://www.nsaarc.net/Index2 Note: We recommend you access this website and download the current version of the documents.

Also, you will see this when you try to visit the web site. It is OK to go to the web site.

There is a problem with this website's security certificate.

The security certificate presented by this website was not issued by a trusted certificate authority.

Security certificate problems may indicate an attempt to fool you or intercept any data you send to the server.

We recommend that you close this webpage and do not continue to this website.

Click here to close this webpage.

Continue to this website (not recommended).

More information

NSA Vendor Registration Center Capabilities Statement Tutorial

UNCLASSIFIED

Acquisition Resource Center

Vendor Registration

Corporate Capability Purpose and Instructions

The presentation of your firm's capabilties is a critical step in establishing a business relationship with the National Security Agency (NSA). Once submitted, your Capabilities Statement will be available to NSA procurement agents and program offices, as well as to prime contractors in need of a sub-contractor, as they conduct market research for goods and services in support of NSA.

Questions? Please feel free to contact the ARC toll free at (866) 91-GO-ARC (866-914-6272), or by email at nsaarc@nsaarc.net

Guidelines:

1. Your capabilities statement will be limited to 500 words.
2. Please do not use any structured formatting such as bullets, lines breaks, html, etc.
3. Our search Engine reads all UPPER CASE type as acronyms.
4. Update your statement at least once a year. It's important!

The Three Components of a good capabilities statement:

1. Clearly state what your company or organization offers:

The vision of the ABC Company is to set the standard for information technology services and innovation within the Federal Government. ABC's core competencies are JAVA programming, secure eCommerce web services, and securing transactions using Public Key Infrastructure (PKI).

2. Brag about your success! Tell us what you have done and what you are doing:

ABC Company developed and maintains the Automated Procurement System (APS) for the National Intelligence Agency (NIA). The NIA APS combines state-of-the-art software with a 50,000sq ft secure (SCIF) acquisition facility for the management of source selection-sensitive material in a multi-classification environment. We are experts at conference planning and execution, source selection team management, document management, PKI-enabled security, biometric access control, and a host of other technologies associated with the daily operations of a secure acquisition facility.

3. List acronyms and keywords associated with your industry, especially those related to breaking technologies, or problems/solutions to current challenges faced by our government.

ABC's expertise is in web application development, database development and a range of programming environments. ABC programmers are experienced in all major JAVA disciplines (Servlets, J2EE, RMI, JDBC, Swing) as well as C/C++, ASP, PHP, Cold Fusion and PERL. Our database architects are skilled in SQL, PL/SQL, ODBC, JDBC, Native-driver connections, Entity Relationship Modeling and Relational Database Design. Additional skills include network design/setup/management and Internet/network security with such "hot topics" as penetration testing, intrusion detection, and network/server hardening, as well as specialized network situations/configurations.

To update your existing ARC capability statement, send an email to nsaarc@nsaarc.net to request access to your profle. Or, begin your initial registration online at www.nsaarc.net

UNCLASSIFIED

Sample Prime Contractor Registration

Northrop Grumman

OASIS Online Automated Supplier Information System

Welcome to OASIS, Northrop Grumman's online supplier portal. The OASIS Supplier Portal is an extension of our commitment to building long-term, mutually beneficial relationships with our suppliers, and serves as a communication and collaboration hub to obtain important, necessary information to insure your success as a supplier with Northrop Grumman.

We value your feedback.

Doing Business with Northrop Grumman

Information on how to introduce your company to Northrop Grumman Corporation as well as how to get secure access to OASIS

Payment and Invoice

Help & Resources

Shipping/Transportation/ Logistics

Important resources for delivering product to Northrop Grumman Corporation

Tools

Access points to Northrop Grumman's on line Supply Chain tools. (Note, secure authentication required for most applications)

Global Supplier Diversity Program (GSDP)

Learn about Northrop Grumman Corporation's diversity programs and opportunities

Terms and Conditions

Access to Northrop Grumman sector PO terms and conditions

Contracting Data

Access important documentation relevant to your contracts with Northrop Grumman Corporation

Northrop Grumman / **Suppliers - OASIS**

Source: https://www2.northropgrumman.com/suppliers/Pages/default.aspx

Doing Business with Northrop Grumman

Northrop Grumman is committed to ensuring that capable businesses of all types receive meaningful subcontracting opportunities with Northrop Grumman. To begin the process, please follow the steps outlined below. Potential suppliers (Small or Large) should utilize the Small Business Liaison Officers (SBLO) as their initial point of contact at Northrop Grumman.

1. Review the Northrop Grumman website, www.northropgrumman.com, to become familiar with Northrop Grumman's product lines and to determine which business units or programs to market
2. Complete the on line Supplier Information Form. This form begins the supplier review process and allows us to route this information to the correct business unit. Once this form is successfully submitted, you will receive a confirmation of receipt of your information.
3. If there is an interest in pursuing a business relationship with your company, you will receive an invitation to register on the SAP Ariba Network. Please be advised that you may be asked to complete additional forms to satisfy unique requirements.

Current Status	Organizational Information	Business Size & Classification	Product/Service Offerings & Key Competencies	Key Customers, Experience & Partnerships	Contacts

Supplier Information Form

**Denotes a required field*

Welcome to Northrop Grumman's Potential Supplier Portal and thank you for your interest in working with our company. The information collected is for internal use only and will not be shared with outside parties. Your Information will be accessible and used for possible procurement, subcontracts, and teaming opportunities.

How did you hear about Northrop Grumman?

*Select all that applies and briefly explain in the text box provided.**

- ☐ Current Supplier, Provide Northrop Grumman Supplier number(s):
- ☐ Conference or Tradeshow Name:
- ☐ Northrop Grumman POC Name:
- ☐ Link from Website:
- ☐ Other:

How to Become a Northrop Grumman Supplier

Potential Supplier:

Northrop Grumman is committed to providing the maximum practical opportunity for small businesses to participate in Northrop Grumman's procurement processes. To begin the process, please follow the steps outlined below.

Potential suppliers (Small or Large) should utilize the Socio-Economic Business Office as their initial point of contact at Northrop Grumman.

1. Review the Northrop Grumman website, www.northropgrumman.com, to become familiar with Northrop Grumman's product lines and to determine which business units or programs to market

2. Complete the on-line Supplier Information Form. This form begins the supplier review process and allows us to route this information to the correct business unit. Once this form is successfully submitted, you will receive a confirmation of receipt of your information.

3. You will be contacted directly by the using organization should there be an interest in pursuing a business relationship with your company. Please be advised that you may be asked to complete additional forms to satisfy the unique requirements of the using organization.

4. Please utilize the "Contact Us" tab on the web page to obtain the names and contact information for each business sector representative to follow up with any inquiries after registering in our database.

Northrop Grumman Socio-Economic Business Office

Northrop Grumman's Small Business Liaison Officers are available to provide the following assistance:

- Advise Supplier on Potential Subcontract Opportunities
- Forward Materials to Purchasing / Engineering/Other Using Organizations

Sector Small Business Programs

Aerospace Systems
Electronic Systems
Enterprise Shared Services
Information Systems
Technical Services

January 4, 2021

Northrop Grumman
2980 Fairview Park Drive
Falls Church, Virginia 22042-4511

northropgrumman.com

Subject: Supplier Information Form Update

Dear Valued Northrop Grumman Supplier:

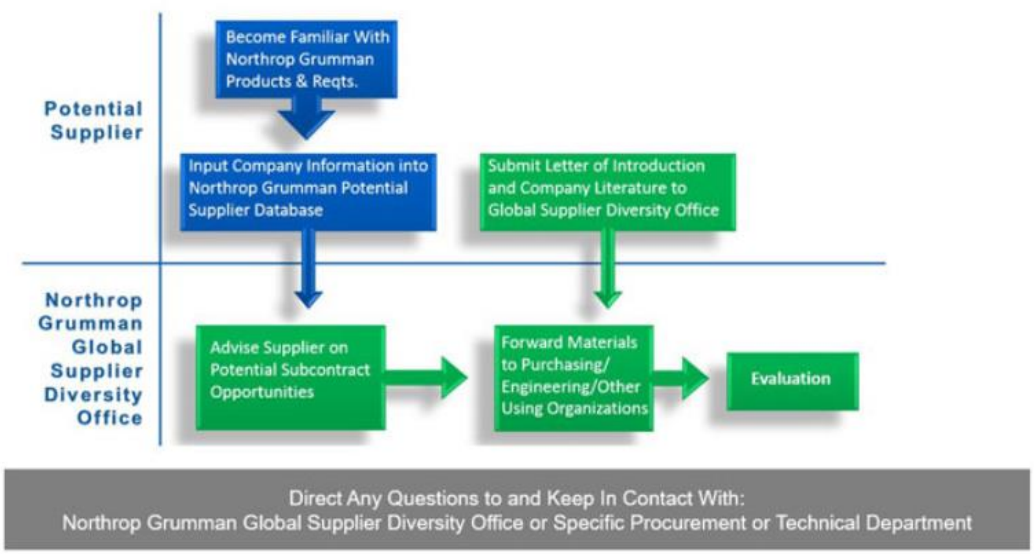
Northrop Grumman is launching its new and improved potential supplier information form on January 4, 2021. The form was enhanced to create an improved user experience. New features include, but are not limited to the ability for potential suppliers to upload capabilities information.

We hope that you find this form more user friendly and welcome your feedback. Please send your comments to Gwendolyn.tillman@ngc.com .

Small Business Subcontracting Program

Northrop Grumman's small business subcontracting program is designed to afford small businesses the maximum practical opportunity to participate as suppliers and/or team members on our programs. We do this by providing potential suppliers a formal process to introduce their company capabilities to Northrop Grumman. The process, shown below, enables Northrop Grumman personnel to obtain essential information about potential suppliers to determine where a supplier's capabilities may best fit within the company. The Small Business Liaison Officer plays a key role by assisting potential suppliers in learning about subcontracting opportunities within the company as well as providing direction to other helpful sources, including, but not limited to the Small Business Administration, Small Business Development Centers, Procurement Technical Assistance Centers, and Service Corp. of Retired Executives (SCORE).

How to Become a Northrop Grumman Supplier



Source: https://www2.northropgrumman.com/suppliers/Pages/default.aspx

Contact GSDP

Thank you for your interest in becoming a Northrop Grumman Supplier. Review the Northrop Grumman website to become familiar with Northrop Grumman's products and to determine what we buy. Complete the Supplier Information Form, and add key words that best describe your company's product and service offerings.

Once you have completed the Supplier Information Form, please contact the Small Business Liaison Officers (SBLO) for more information about potential subcontracting opportunities. If you have researched the website and cannot determine where your product will fit within Northrop Grumman, contact the corporate Global Supplier Diversity Program office for guidance.

Mailing Addresses and Information

Northrop Grumman Corporate Office

Corporate Director

Ms. Gwen Tillman
2980 Fairview Park Drive
Falls Church, VA 22042
Phone: (703) 280-4074
Gwendolyn.Tillman@ngc.com

Mentor-Protégé/SBIR/STTR/HBCU/MI Program Manager

Mr. Terrell Reid
2980 Fairview Park Drive
Falls Church, VA 22042
Phone 703-280-4073
Terrell.Reid@ngc.com

Corporate - Representative

Ms. Alicia Sandello
One Hornet Way
El Segundo, CA 90245
Mail Stop: Dept. XE6B50 / W3
Phone: (310) 332-0727
Alicia.Sandello@ngc.com

Source: https://www2.northropgrumman.com/suppliers/Pages/SmallBusinessSub.aspx

SAMPLE -- Northrop Grumman Supplier Information Form

* Indicates required field. This form is a sample of the information asked for in the past. New databases may ask for additional information not shown here.

Top of Form

Indicate whether you are a potential or current Northrop Grumman Corporation (NGC) supplier *:

Potential supplier

How did you hear about the Northrop Grumman Corporation Socio-Economic Business Office? *	Conference or trade show
	Please specify which event:
	Person
	Please specify who:
	Link from another Web site
	Please specify which one:
	Other

Current or former supplier

Supplier Number *:	
Facility/Location *:	

NGC Sector *: --Select All That Apply -- Aerospace Systems Corporate Office Electronic Systems Information Systems Procurement Shared Services Technical Services (Hold down Ctrl key to multiple select)

NGC Programs *:

NGC Contact:

Location of NGC Contact:

Select Area of Interest: Aerospace Systems Corporate Office Electronic Systems ESS / Procurement Shared Services Information Systems Technical Services (Hold down Ctrl key to multiple select)

Enter company information:

Company Name *:

Company Street Address *

Mailstop (if applicable):

City *:

State/Region *: -- Select -- (Non-US companies should select "N/A")

ZIP *:

Congressional District *	
Business Start Date *	(mm/dd/yy)

Identify company contact:

Name *:	
Title:	
Phone Number *:	ext.
Fax Number *:	
Email *:	
website:	

Specify company details below:

Citizenship:	US Owned
Company is:	Independent Legal Structure* -- Select --
	division of:
	affiliate of:
	subsidiary of:
Type of business *:	Manufacturer

- [ ] Distributor
- [ ] Service
- [ ] Research and Development
- [ ] Other

Name of Principal Owner *:

DUNS Number *: **Need a DUNS number?**

CAGE Code:

Primary NAICS Code:

Secondary NAICS code(s): (up to 10)

Average number of employees *:

Average Annual Gross Revenue:

Commodities/Capabilities *: (Please include as many keywords as possible for search purposes. Separate keywords with comma and space).

Government Agency Customers:	Central Intelligence Agency (CIA) Commercial (COMM) Department of Agriculture (DOA) Department of Commerce (DOC) Department of Defense (DOD) Department of Energy (DOE) Department of Homeland Security (DODS) Department of the Interior (DOI) Department of Justice (DOJ) Department of State (DOSt) Department of Transportation (DOT) Department of the Treasury (DOTR) Department of Veterans Affairs (DOVA) General Services Administration (GSA) Department of Health and Human Services (HHS) National Aeronautics & Space Administration (NASA) National Laboratories (NLABS) Smithsonian Astrophysical Observatory (SI SAO) State and Civil (ST/CIV) United States Postal Service (USPS)	(Hold down Ctrl key to multiple select)
Other Government Agency Customers:		
Small Business Innovation Research Program (SBIR):	☐ DoD ☐ Phase I ☐ Phase II ☐ Phase III ☐ N/A	
Small Business Technology Transfer Program (STTR):	☐ NASA ☐ Phase I ☐ Phase II ☐ Phase III ☐ N/A	
Aerospace and Other Customers:		
Level of Government Security:	None	
Approved Accounting System (U.S. Gov't Approved) *:	○ Yes ○ No	
EVMS (Earned Value Management System) *:	○ Yes ○ No	

EFT (Electronic Funds Transfer) *: ◯ Yes ◯ No

Quality System Certifications *:

- ☐ None
- ☐ AS 9100:2000
- ☐ ISO 9001:2000
- ☐ CMMI
- ☐ Other ______

Specify business classification. Please check all of the following business categories that apply:

- ☐ Large Business Concern
- ☐ Women-Owned Large Business
- ☐ Veteran-Owned Large Business
- ☐ Minority-Owned Business
- ☐ Small Business Concern
- ☐ SBA-Certified Small Disadvantaged Business Concern (Dates mandatory if selected)

  SDB Entrance Date: ______ (mm/dd/yy) SDB Exit Date: ______
- ☐ SBA Certified 8(a) Program (Dates mandatory if selected)

8(a) Entrance Date: (mm/dd/yy) 8(a) Exit Date:

- ☐ Self-Certified Small Disadvantaged Business Concern
- ☐ Women-Owned Small Business Concern
- ☐ Historically Black College or University
- ☐ Minority Institution
- ☐ SBA-Certified HUBZone Small Business Concern (Dates mandatory if selected)

HUBZone Entrance Date: (mm/dd/yy) HUBZone Exit Date:

- ☐ Veteran-Owned Small Business Concern
- ☐ Service-Disabled Veteran-Owned Small Business Concern
- ☐ Native American Owned
- ☐ Indian Tribe Owned
- ☐ Ability One
- ☐ ANC
- ☐ Foreign Owned
- ☐ Foreign Owned & Located
- ☐ Lesbian, Gay, Bisexual and Transgender individual(s)

Certification:
The undernamed certifies that the above named company maintains a business classification as indicated above and that such classification is in accordance with all regulatory

requirements related thereto. Further, it is understood and agreed that misrepresentation of the business classification is subject to penalties as prescribed in FAR 52.219-1.

Name of Certifying Official *:

Registered in SAM *: Yes No

Registration Date Renewal Date

(mm/dd/yy)

Registered in Dynamic Small Business Search *: Yes No

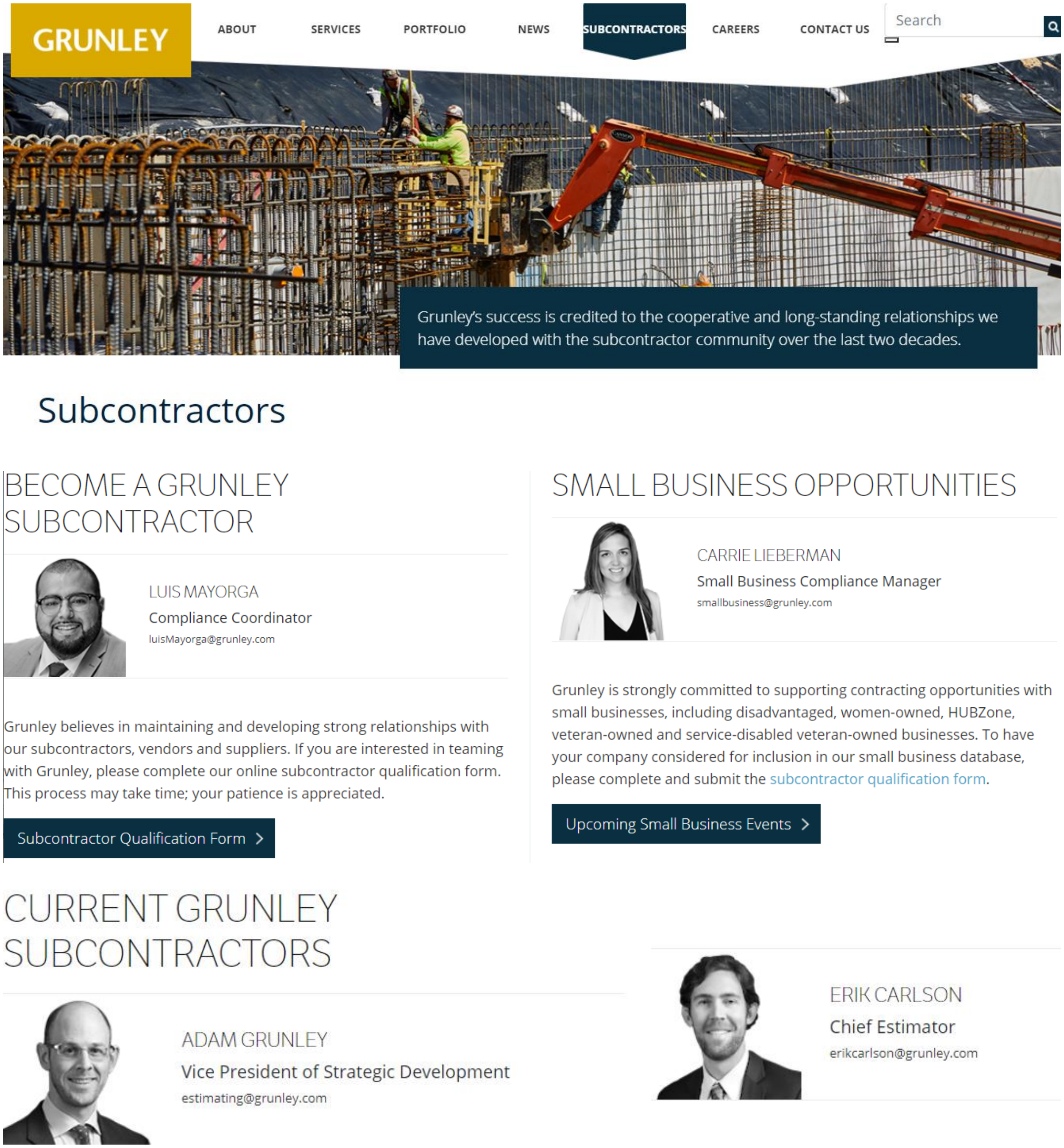
If certified by the SBA as a Small Disadvantaged Business and/or HUBZone Small Business Concern, please email of Fax a copy of your SBA certification(s) to sebp.is@ngc.com or (310) 335-4251.

Awards and Recognitions:

Submit Form Clear Entries

The above form is a sample of the information asked for in the past. New databases may ask for additional information not shown here.

Sample Construction Prime Contractor Supplier Registration



GRUNLEY

ABOUT SERVICES PORTFOLIO NEWS SUBCONTRACTORS CAREERS CONTACT US Search

Grunley's success is credited to the cooperative and long-standing relationships we have developed with the subcontractor community over the last two decades.

Subcontractors

BECOME A GRUNLEY SUBCONTRACTOR

LUIS MAYORGA
Compliance Coordinator
luisMayorga@grunley.com

Grunley believes in maintaining and developing strong relationships with our subcontractors, vendors and suppliers. If you are interested in teaming with Grunley, please complete our online subcontractor qualification form. This process may take time; your patience is appreciated.

Subcontractor Qualification Form >

SMALL BUSINESS OPPORTUNITIES

CARRIE LIEBERMAN
Small Business Compliance Manager
smallbusiness@grunley.com

Grunley is strongly committed to supporting contracting opportunities with small businesses, including disadvantaged, women-owned, HUBZone, veteran-owned and service-disabled veteran-owned businesses. To have your company considered for inclusion in our small business database, please complete and submit the subcontractor qualification form.

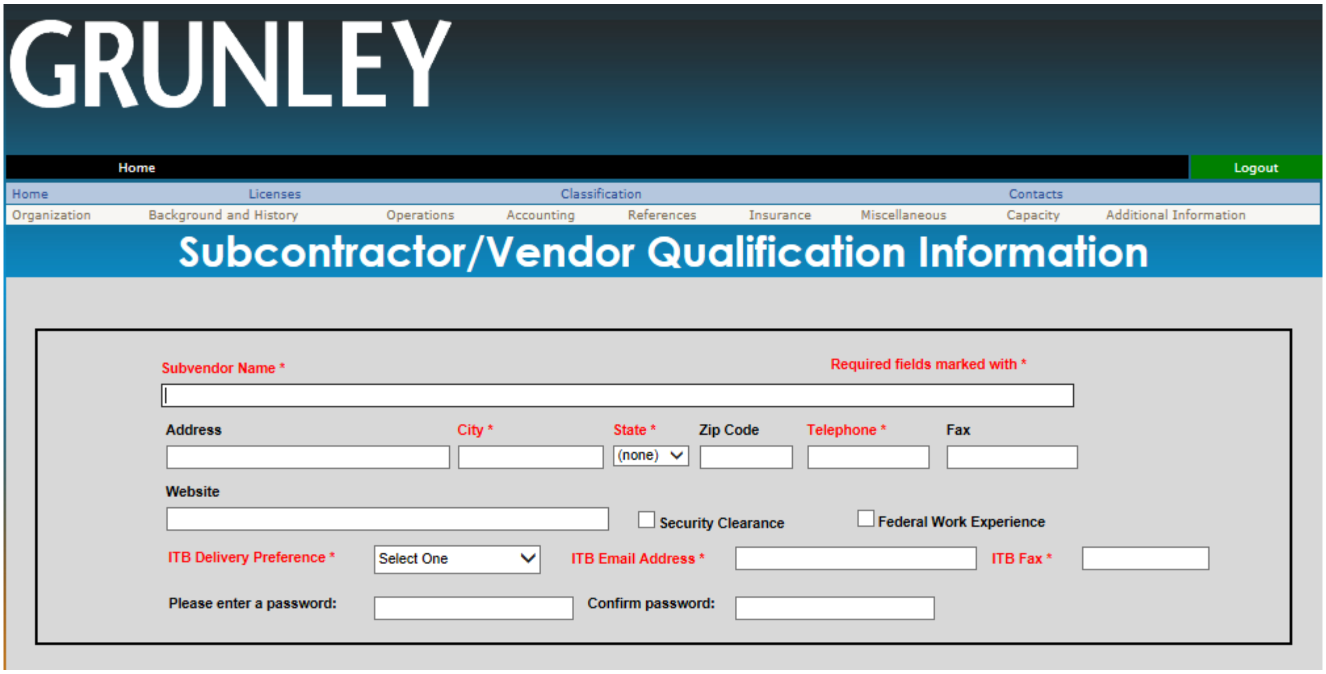
Upcoming Small Business Events >

CURRENT GRUNLEY SUBCONTRACTORS

ADAM GRUNLEY
Vice President of Strategic Development
estimating@grunley.com

ERIK CARLSON
Chief Estimator
erikcarlson@grunley.com

The following pages represent data requested in the past. It is your responsibility to verify current data requested by prime contractors.



GRUNLEY

Home | Logout

Home | Licenses | Classification | Contacts

Organization | Background and History | Operations | Accounting | References | Insurance | Miscellaneous | Capacity | Additional Information

Subcontractor/Vendor Qualification Information

Subvendor Name *

Required fields marked with *

Address | City * | State * | Zip Code | Telephone * | Fax

(none)

Website

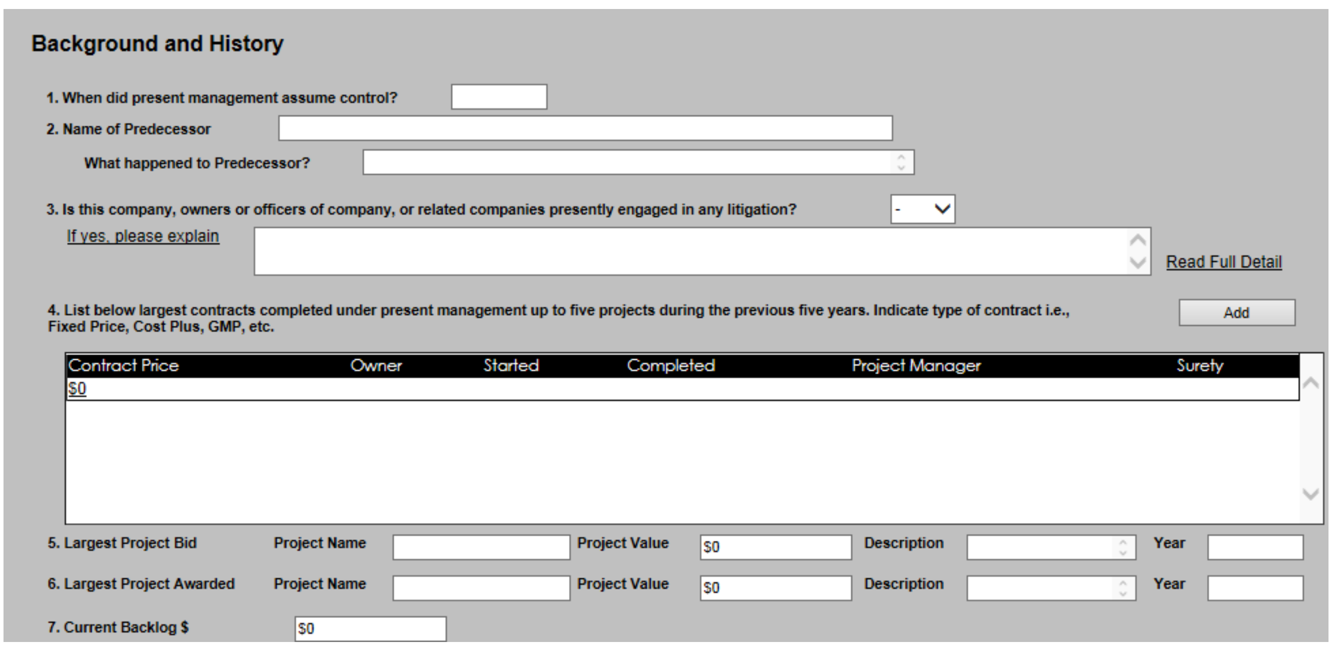
Security Clearance

Federal Work Experience

ITB Delivery Preference * | Select One | ITB Email Address * | ITB Fax *

Please enter a password: | Confirm password:

Source: https://www.grunley.com/subcontractors



Background and History

1. When did present management assume control?
2. Name of Predecessor

What happened to Predecessor?

3. Is this company, owners or officers of company, or related companies presently engaged in any litigation? -

If yes, please explain

Read Full Detail

4. List below largest contracts completed under present management up to five projects during the previous five years. Indicate type of contract i.e., Fixed Price, Cost Plus, GMP, etc.

Add

Contract Price	Owner	Started	Completed	Project Manager	Surety
$0					

5. Largest Project Bid | Project Name | Project Value $0 | Description | Year

6. Largest Project Awarded | Project Name | Project Value $0 | Description | Year

7. Current Backlog $ $0

TargetGov
Helping you sell what government buys.

Operations

1. In which geographic area do you normally work?

Available Location: Mid-Atlantic Region(MD, DC, VA, DE), AK, AL, AR

> <

Selected Location: (none)

2. Do you ever work outside the selected location(s)? -

If yes, where and when? Read Full Detail

3. In which states are you licensed (list states, types, and license numbers)?

State: Select One License No. * Expiration Date: Add License

State	License No.	Expiration
(none)	(none)	(none)

4. Has a complaint ever been filed with a State License Board against your firm? -

If yes, please describe Read Full Detail

5. Has the license even been denied or revoked? -

If yes, please describe Read Full Detail

6. What percentage of work is public? 0 % Private? 0 How do you confirm financing on private work?

7. What percentage of your work is usually subcontracted to others? 0

a. Types of work usually subcontracted?

Available CSI: (none)

> <

Selected CSI: (none)

b. What type/trades of work is self-performed (if more than one type/trade identify all and corresponding percent of annual sales for each trade.)

CSI Code (none) Percent Add Trade

CSI Code	Percentage	Remove
(none)	(none)	(none)

8. Is your operation: -

9. Do you have in house Engineering and/or Fabrication Capacity? - Fabrication Floor Area: 0

10. Have you or any related company purchased any equipment or other assets of any kind since your last fiscal year end? -

If yes, please provide details Read Full Detail

11. Do you currently have adequate plant and equipment to support your anticipated volume? -

12. Are any major equipment items leased? - If yes, please provide more information

Schedule of Equipment Lessor Terms Options to Purchase Add

Schedule	Lessor	Terms	Options to Purchase
(none)	(none)	(none)	(none)

13. Do you have a full time safety representative? - If yes, how many? Corporate: 0 Field: 0

14. Do you have a formal written Safety Manual/Program? -

15. Do you require your subcontractors to have a formal written Safety Manual/Program? -

16. Do you have a full time QA/QC representative? - If yes, how many? Corporate: 0 Field: 0

17. Do you have a formal written Quality Control Manual/Program? -

Accounting

1. What is the name of your accounting firm? Are they a -

If Other, describe: Read Full Detail

2. How many years has this firm prepared your financial statements? 0

3. Fiscal year end is (none) (for taxes)

4. Accounting Basis:

For Financial Reporting -

For Tax Purposes -

5. Financial Statements are:

Fiscal -

Interim -

6. How frequently do you prepare:

Interim Statements -

Spread Sheets (job progress reports) -

7. Does your office staff include a full-time accountant/bookkeeper? -

What are his/her qualifications and experience?

8. Frequency which your company does the following:

Internal cost accounting records to provide status reports:

How often are costs to complete updated?

Labor

- If Other, describe: Read Full Detail

Material

- If Other, describe: Read Full Detail

Equipment

- If Other, describe: Read Full Detail

References

1. Banking Relations

Name of Facility | Address | Line of Credit | Expiration Date | Nature of Security | Personal Endorsement By:

Add

Facility Name	Line of Credit	Expiration	Nature of Security
(none)	(none)	(none)	(none)

* Please furnish bank letter setting forth lines of credit and name of loan officer to contact

Browse... Upload

2. Surety Relations

Names of present surety:

How long with present surety:

Conditions imposed and/or restrictions

Have you ever had a bond request denied, granted with conditions you considered unacceptable, or had your bond credit terminated?

If yes, please explain:

List name of other sureties with whom you have dealt during the past five years and the reasons for change

Add

Surety Name	Reasons for Change
(none)	(none)

Insurance

List of insurance coverage in force

Coverage Type: Property | Covered? | Expiration Date | Limits | Insurance Company

Add

Coverage Type	Covered	Expiration	Limits	Insurance Company
(none)	(none)	(none)	(none)	(none)

1. Please list your firm's Workers compensation interstate experience modification rate for the most recent three years.
(If available, please attach a copy of your insurance agent's verification letter)

Year: Select One | Experience Modification Rating: | Add

Year	Rating
(none)	(none)

2. Has your firm had any serious OSHA fines or jobsite fatalities within the last three years? -

If yes, please describe in detail. — Read Full Detail

3. Please provide lost time/no-lost time Recordable Incidents for the most recent three years.

Browse... Upload

4. Please attach copies of your OSHA No. 200 Log(s) for the most recent three years.

Browse... Upload

5. Does your company have an alcohol/drug free workplace policy, including pre-employment/random drug testing? -

If yes, administered by? — Read Full Detail

6. Does your firm conduct project safety meetings? -

If yes, how often? — Read Full Detail

7. Does your firm conduct site safety inspections? -

If yes, how often? — Read Full Detail

8. Any EPA (federal or state) violations within the last three years? -

If yes, please describe: — Read Full Detail

Attached Should Be

1.Last two fiscal year end Certified Financial Statements and any recent interim statements of applicant and all related companies whether active or not. If preferred, you may mail your audited financial statements directly to Ken Grunley at 15020 Shady Grove Road, Suite 500, Rockville, MD 20850. Please stamp the envelope CONFIDENTIAL.

Browse... Upload

2. Personal financial statements of all shareholders, partners, or proprietor for non-corporations for last 2 years

Browse... Upload

3. Current uncompleted and completed work schedule and uncompleted or completed work schedule as of the latest fiscal year end if these schedules are not included with the above statements

Browse... Upload

4. Surety Capacity Letter from subcontractor's surety broker signing as attorney in fact with power of attorney attached.

Browse... Upload

5. Letter from subcontractor's bank denoting credit line availability and covenants.

Browse... Upload

Miscellaneous

1. Do you have any accounts receivable or retainage, which are long overdue or doubtful? -

2. Is your company or its principals acting as Guarantor, Indemnitor, or Surety for others,or as endorser on their notes or accounts? -

3. Are there any liens for labor or materials filed against your company, its officers or any company associated with them? -

4. Are there any judgments, suits or claims outstanding against your company, its officers or any company associated with them? -

5. Has your firm or any other organization with which your officers or owners were involved during the past three years, ever failed to complete any work awarded or been terminated for cause? -

If yes, please provide a complete explanation. Read Full Details

6. Are there any judgments, claims, arbitration proceedings, or suits pending/out-standing against your firm or its officers or principals? -

If yes, please provide a complete explanation. Read Full Details

7. Has your firm filed any lawsuits or requested arbitration or mediation with regard to construction contracts withing the last three years? -

If yes, please provide a complete explanation. Read Full Details

8. Has your firm or any other organization with which your officers or owners were involved during the past three years, ever been in bankruptcy or a voluntary or involuntary reorganization? -

If yes, please provide a complete explanation. Read Full Details

9. Has your surety ever finished one of your construction projects? -

If yes, please provide a complete explanation. Read Full Details

Capacity

1. What size and type projects do you feel your company is best qualified to handle?

Type Amount Add

Type	Amount
(none)	(none)

2. What total program do you feel your current organization is qualified to undertake?

Dollar Amount 0.00 Number of Projects 0.00

3. Anticipated annual volume:

Current Year 0.00 3 years from now 0.00 previous 3 years/year 0.00

Source: http://www.grunley.com/subcontractors

Differentiators / Value Proposition Worksheet

Priorities shifting:

- Market Shift: Budget flexibility, Contracting/Acquisition staff shrinking

Differentiators that matter:

- Use updated terminology
- Focused on that customer's specific requirements
- Focused on the level of decision-maker
- Specific to opportunity
- Include metrics
- Are provable
- Relate to past performance

Think about:

- Location
- People

- Capacity
- Capabilities
- 3rd Party validations/certifications
- Metrics

- Solutions

State:

- Located within 10 miles of.....
- Training, certifications, safety record, loyalty, published, awards, recognitions
- Financial stability, ramp up process, past experience in similar contract
- Exactly relating to target opps
- ISO, FedRAMP, Validator
- Trained over 3,000 people, installed 1,000 miles of ___, shipped xx to yy bases in zz timeframe, reduced costs by $MM, eliminated redundancy and reduced labor by $MM
- Exactly DESCRIBE YOUR solution and the BENEFIT to the client, related to the target

Questions to ask to determine differentiators:

- Why did your biggest customer want you?

  ____
  ____
  ____
  ____
  ____

- How and why is your company the best choice for the needs of this opportunity or agency?

  ____
  ____
  ____
  ____
  ____

- What is it about your services/products that make you stand out from the rest?

  ____
  ____
  ____
  ____
  ____

- What is it about your people that give you the advantage over your competitors?

  ____
  ____
  ____
  ____
  ____

- Why are your products better solutions than the others that are available?

  ____
  ____
  ____

____
____

- Is your business located near the targeted agency? If so, describe the benefit to the target:

  Located within ___ miles

  Reachable in ___ minutes or hours

- What metrics can you define as differentiators?
____
____
____
____
____

- Do you offer branded, trademarked, or patented services, products or technology?
____
____
____
____
____

- What metrics can you define as differentiators?
____
____
____
____
____

- Do you offer special training or certifications?

____
____
____
____
____

- Do you have a notable bonding capacity, safety record or other factors?

____
____
____
____
____

- What else can you define as differentiators?

____
____
____
____
____

Business Card Checklist and Worksheet

- ☐ Use both sides, do not used coated paper
- ☐ Company Name (DBA?)

  ____
- ☐ Tagline if used ____
- ☐ Person's name ____
- ☐ Title ____
- ☐ Website ____
- ☐ Email (not generic) ____
- ☐ All contact information: phones (main, direct and cell)

  ____

  ____

  ____
- ☐ Mailing Address

  ____

  ____

  ____
- ☐ What do you do? Is it clear? ____
- ☐ DUNs ____
- ☐ NAICS & PSC list all appropriate codes, up to 12 or 14
- ☐ Socioeconomic Certifications ____
- ☐ Professional Certifications ____
- ☐ Contract vehicles ____
- ☐ Teams ____
- ☐ Other ____

Capability Statement Scoring Sheet

Section Titles	Max Points	Actual Points
1. Capability Statement	= 20 points	___________
2. Core Competencies	= 20 points	___________
3. Past Performance	= 20 points	___________
4. Differentiators	= 20 points	___________
5. Company Data	= 20 points	___________
Perfect TOTAL:	= 100 points	___________

Capability Statement Checklist

The Capability Statement is the most critical first impression for opening doors and building relationships. It must be an accurate representation that is easily understood that captures the interest of the agency or prime contractor you have targeted. The Capability Statement should represent the niche market you are targeting and should not attempt to be all things to all agencies. This checklist will assist you in developing a quality document that will catch the eye of your target.

IDENTIFY YOUR TARGET MARKET
☐ You as a Prime contractor → AGENCY ☐ You as a Subcontractor → PRIMES ☐ You as a Team member → Other VENDORS
HEADER
☐ Title the document 'Capability Statement' ☐ Company Logo ☐ Your Contact Information ☐ Any meaningful socioeconomic logos if room
CORE COMPETENCIES
☐ Title the section 'Core Competencies' ☐ Short intro statement mentioning the target agency, prime or teaming partner ☐ Relate your company's core competencies to the target's specific needs
PAST PERFORMANCE
☐ Title the section 'Past Performance' ☐ List relevant past contracts or customers for whom you have performed similar work. Include the project description, and reference name, phone and email.
DIFFERENTIATORS
☐ Unique features and/or benefits of a product/service, or aspects of a brand, that sets you apart ☐ Identify how this feature is a benefit to the target ☐ Incorporate all applicable metrics

COMPANY DATA
☐ List appropriate numbers and codes (DUNS, CAGE, NAICS, etc.)
☐ List any contract numbers
☐ List any socio-economic certifications
☐ 1-2 sentence summary of business (not a resume!)
☐ List financial stability
☐ Contact information, any office locations

Content/Verbiage for Capability Statement and Website Sections

Section title: **CORE COMPETENCIES**

- Laser-focused on the target! Start with a short introduction statement *mentioning the target*

Ex: ABC Company provides the services DHS requires to meet its mission of ________________by providing ______________________________.

- Your solid expertise
- Relate your company's core competencies to the target's specific needs
- Followed by ***key-word heavy*** bullet points

Draft first sentence:

____

____

____

____

Section title: **PAST PERFORMANCE**

List past customers for whom you have done similar work. If past projects do not relate to the targeted agency's needs, ***do not*** list.

Example (if you were the **prime**):

Department of Homeland Security [Customer Name]: Provided x-y-z services to enable the effective use of a-b-c thereby reducing costs by $xxx,xxx over three years. Name contract vehicle & amount. Give contact reference, name, title, phone and email.

Draft one of your prime contract examples:

____
____
____
____
____

Example (if you were the **subcontractor**):

Department of Homeland Security: **As a subcontractor to PRIME [company name]**, provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by $xxxxx over three years. Give contact reference, name, title, phone and email.

Draft one of your subcontract past performance examples:

____
____
____
____
____

Example (if you were an **employee**):

Department of Homeland Security: **As an employee of COMPANY**, provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by $xxxxx over three years. Give contact reference, name, title, phone and email.

OR, **Key staff members** have experience providing……….

Draft an example using the employee experience:

____
____
____
____
____

Additional drafts:

____
____
____
____
____

____
____
____
____
____

____
____
____
____
____

Section title: **DIFFERENTIATORS**

Use the data from the previous pages to note your differentiators.

Use metrics whenever possible.

Use clearly explained benefits to customers when possible. Ex: If you help them save time: how much and what does this translate to in reduced expenses or other factors?

Your draft of differentiators:

Website Worksheet

1. Is it clear that your business is a government contractor on your home page? Do you have a "Government" tab in your navigation? Y/N
2. How many clicks does it take to reach the page detailing your government business focus? (should be one click)

   ______

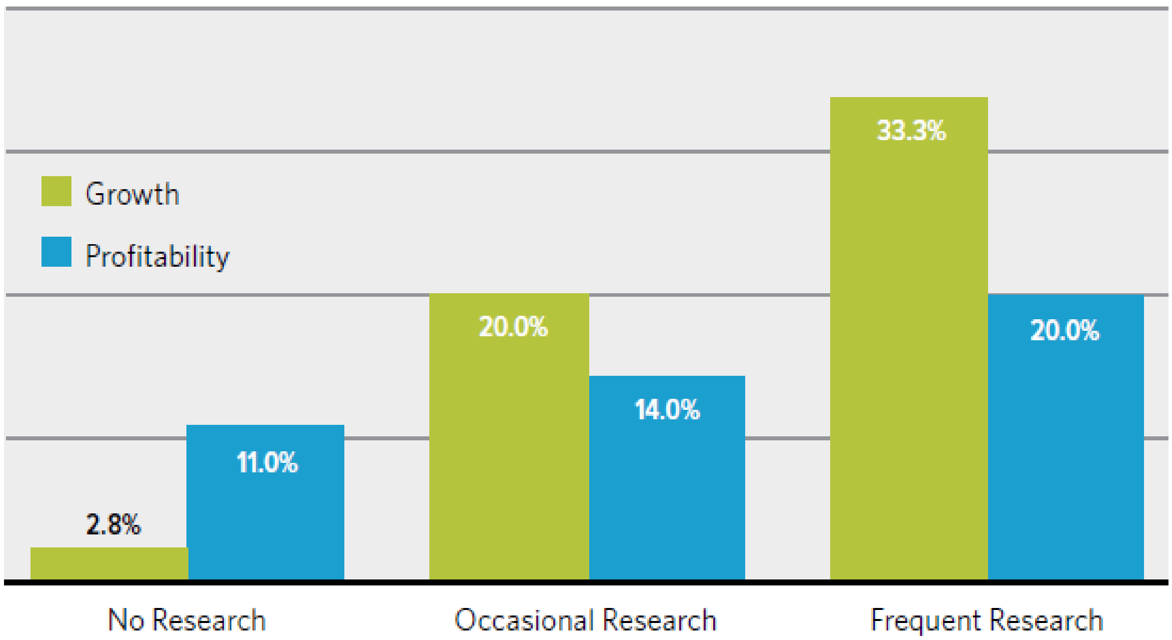
3. Do you include the following data on your web site, preferably on a government-specific web page:
   - Core Competencies ______
   - Differentiators ______
   - Past Performance examples ______
   - Case Studies ______
   - White Papers ______
   - Company Data ______
     - DUNS ______
     - CAGE ______
     - NAICS ______
     - PSC ______
     - Accept credit cards ______
     - GSA Schedule ______
     - Other Contract Vehicles data ______

- Teams ______
- Mentor Protégé Program Participation ______
- Socio-economic Certifications ______

Other:

Value of Customer Research

Figure 1.1. The Impact of Research on Firm Growth and Profitability



Source: “Inside the Buyers Brain” Published by Hinge Research Institute ©HingeResearch

https://hingemarketing.com/library/article/book-inside-the-buyers-brain

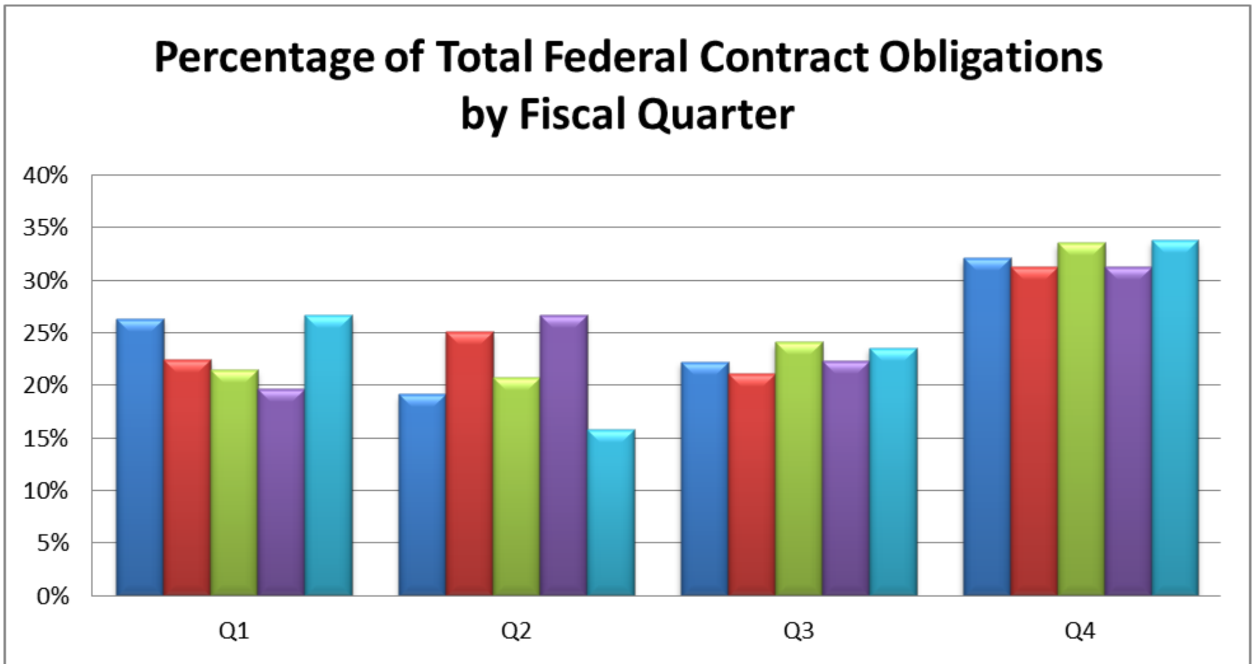
Key Takeaway:

Plan to perform daily, weekly and monthly research on your targets and your growth and profitability will increase measurably.

Use, forecasts, federal agency websites, USASpending.gov, beta.sam.gov and sam.gov

Spending Cycles

The federal government operates on a fiscal year running from October 1 through September 30. It is critical to educate yourself and understand the federal budgeting process, appropriations, operating under a continuing resolution, funding cycles and special circumstances and how that all affects the purchase process. The colors represent the last five years by fiscal quarter.



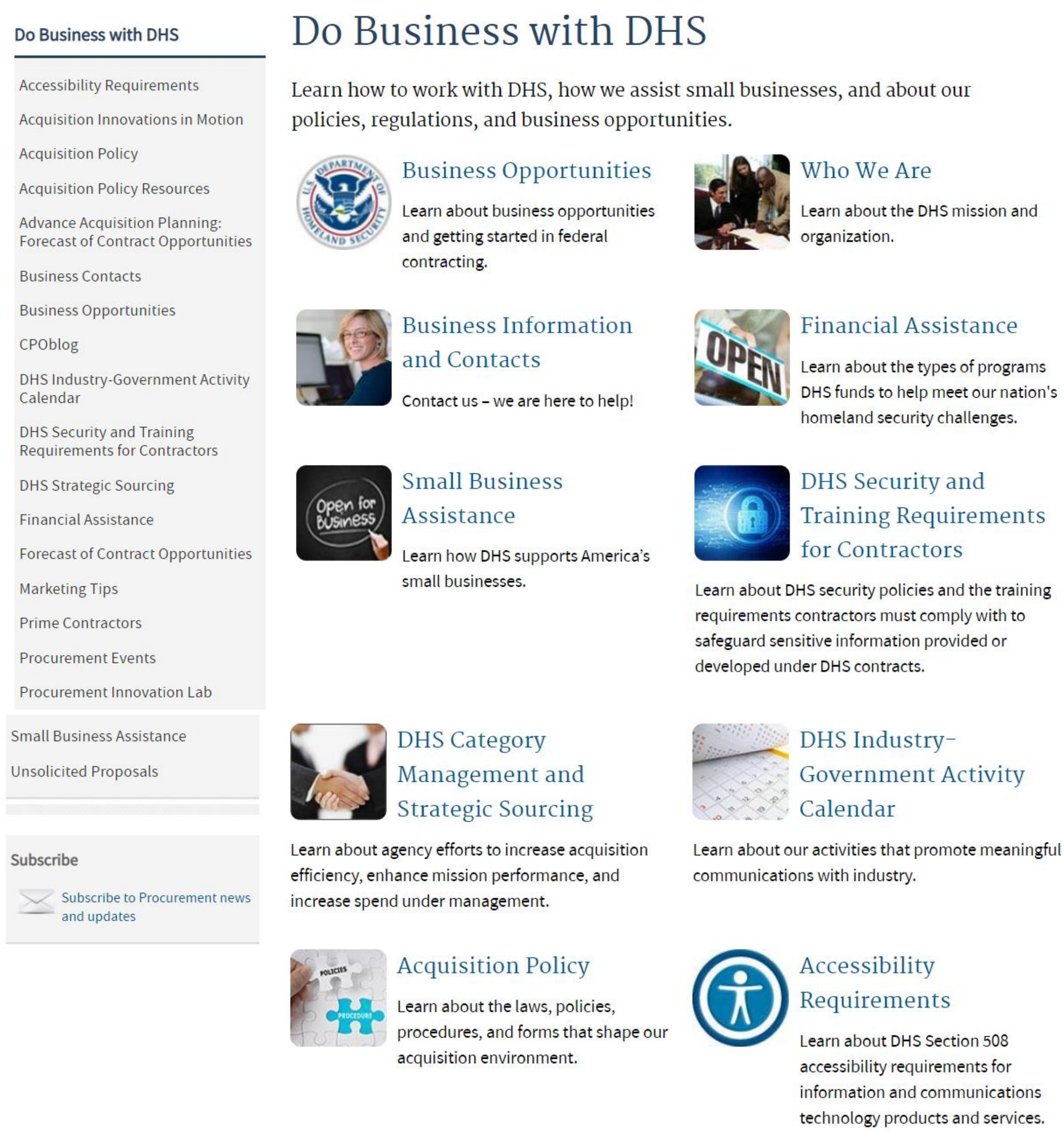
Note: Q1 = Oct/Dec Q2 = Jan/Mar Q3 = Apr/Jun Q4 = Jul/Sep

Key takeaway: The federal government spends year-round, with a spike in the 4th fiscal quarter.

Target Agency Worksheet

Example: Department of Homeland Security

"The Department of Homeland Security has a vital mission: to secure the nation from the many threats we face. This requires the dedication of more than 240,000 employees in jobs that range from aviation and border security to emergency response, from cybersecurity analyst to chemical facility inspector. Our duties are wide-ranging, but our goal is clear - keeping America safe." www.dhs.gov



Do Business with DHS

- Accessibility Requirements
- Acquisition Innovations in Motion
- Acquisition Policy
- Acquisition Policy Resources
- Advance Acquisition Planning: Forecast of Contract Opportunities
- Business Contacts
- Business Opportunities
- CPOblog
- DHS Industry-Government Activity Calendar
- DHS Security and Training Requirements for Contractors
- DHS Strategic Sourcing
- Financial Assistance
- Forecast of Contract Opportunities
- Marketing Tips
- Prime Contractors
- Procurement Events
- Procurement Innovation Lab
- Small Business Assistance
- Unsolicited Proposals

Subscribe

Subscribe to Procurement news and updates

Do Business with DHS

Learn how to work with DHS, how we assist small businesses, and about our policies, regulations, and business opportunities.

Business Opportunities

Learn about business opportunities and getting started in federal contracting.

Who We Are

Learn about the DHS mission and organization.

Business Information and Contacts

Contact us – we are here to help!

Financial Assistance

Learn about the types of programs DHS funds to help meet our nation's homeland security challenges.

Small Business Assistance

Learn how DHS supports America's small businesses.

DHS Security and Training Requirements for Contractors

Learn about DHS security policies and the training requirements contractors must comply with to safeguard sensitive information provided or developed under DHS contracts.

DHS Category Management and Strategic Sourcing

Learn about agency efforts to increase acquisition efficiency, enhance mission performance, and increase spend under management.

DHS Industry-Government Activity Calendar

Learn about our activities that promote meaningful communications with industry.

Acquisition Policy

Learn about the laws, policies, procedures, and forms that shape our acquisition environment.

Accessibility Requirements

Learn about DHS Section 508 accessibility requirements for information and communications technology products and services.

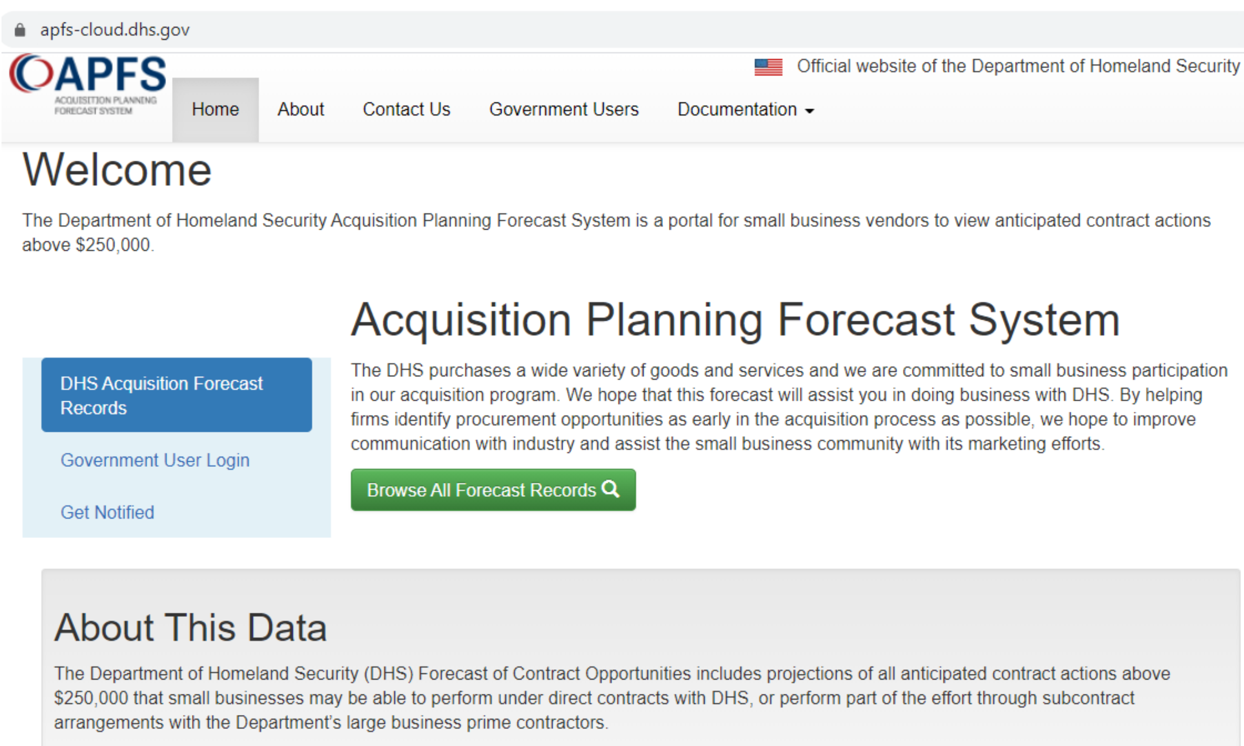
https://www.dhs.gov/do-business-dhs

Business Opportunities

DHS attracts some of the strongest and most innovative business partners in the world. Learn how to become a DHS business partner or grow your business with us.

- How to Do Business with DHS Presentation
- Getting Started in Government Contracting for Businesses of All Sizes on SBA.gov
- Current Business Opportunities with DHS on beta.sam.gov
- Prospective Business Opportunities with DHS on APFS.DHS.GOV
- DHS Small Business Assistance
- Category Management and Strategic Sourcing at DHS
- The Science and Technology Directorate's Innovation Programs and Business Opportunities
- Security and Training Requirements for DHS Contractors
- Submitting an Unsolicited Proposal
- DHS Financial Assistance (Grants, Loans, Direct Payments, Insurance, etc.)
- Information about E-Verify to Determine Employment Eligibility

Source: https://www.dhs.gov/business-opportunities



DHS Forecast

APFS

Official website of the Department of Homeland Security

Home | About | Contact Us | Government Users | Documentation

Acquisition Forecast

Filters Active - 0 | Clear All

APFS Number

- F2016031320 (1)
- F2016034076 (1)
- F2016034284 (1)
- F2017040483 (1)
- F2018043061 (1)
- F2018043773 (1)
- F2018043779 (1)

Component

- CBP (12)
- CBP/Air and Marine (9)
- CBP/BP (7)
- CBP/BP/Rio Grande Va... (1)
- CBP/Facilities Manag... (9)
- CBP/HRM (1)
- CBP/Office of Admini... (3)

CSV | Excel | PDF | Print

Search: Search Any Field

View	APFS Number	Component	Title	Naics	Competitive	Dollar Range	Estimated Solicitation Release
View	F2016031320	USCG/CG-914	Cybersecurity Support Services	541519	Follow-on to Existing Contract	Over $100M	03/24/2021
View	F2016034076	USCG/SILC-Const.	PSN 7088520 Repair Fuel System Piping and Components at Station Dauphin Island, AL	237990	New Requirement, No Contract	$250K to $500K	06/24/2021
View	F2016034284	USCG/SILC-Const.	PSN 4804425 Major M&R Galley (Bldg 3) at Base Miami, FL	236210	New Requirement, No Contract	$250K to $500K	05/05/2021
View	F2017040483	USCG/SILC-Const.	9987346 Design Repair Waterfront North and South Moorings at Sector St. Petersburg, FL	237990	New Requirement, No Contract	$250K to $500K	01/11/2021
View	F2018043061	USCG/SFLC	Shockwave Seat	336360	New	$2M to	03/02/2021

Naics

- 212299 (1)
- 221118 (1)
- 221122 (1)
- 221310 (1)
- 221320 (1)
- 236115 (1)
- 236118 (2)

Small Business Program

- 8(a) (82)
- AbilityOne (7)
- EDWOSB (1)
- HUBZone (28)
- NIB (2)
- None (197)
- SB (201)

Contract Vehicle

- BAA (1)
- BOA (33)
- BPA (25)
- Contract (308)
- DWAC/8 (a) STARS II (2)

View	APFS Number	Component	Title	Naics	Competitive	Dollar Range	Solicitation Release
View	F2018043773	USCG/SILC-Const.	Cordova Repair FIR Moorings	236220	New Requirement, No Contract	$250K to $500K	01/05/2021
View	F2018043779	USCG/SILC-Const.	Kodiak Repair Utilities and Paving on STORIS N27 to 518 (FY19 CPOP APPR)	236220	New Requirement, No Contract	$2M to $5M	02/11/2021
View	F2019045024	USCG/SFLC	Large Propulsion and Rudder Shaft Refurbishment	336611	Follow-on to Existing Contract	$10M to $20M	07/01/2021
View	F2019045110	USCG/SFLC	USCGC MAPLE (WLB 207) FY21 dockside maintenance availability	336611	New Requirement, No Contract	$1M to $2M	02/01/2021
View	F2019045249	USCG/SFLC	USCGC BRISTOL BAY (WTGB 102) and BARGE (CGB-12002) FY21 Dry-dock Availability	336611	New Requirement, No Contract	$1M to $2M	05/19/2021
View	F2019045312	USCG/SFLC	USCGC OSAGE (WLR 65505) and BARGE (CGB-99003) FY21 Drydock Maintenance Availability	336611	New Requirement, No Contract	$500K to $1M	02/19/2021

Dollar Range

Under $150K	4
$150K to $250K	21
$250K to $500K	171
$500K to $1M	161
$1M to $2M	111
$2M to $5M	123
$5M to $10M	74

			dock Maintenance Availability				
View	F2019045476	CBP/OIT/ENTS	Integrated Logistics Support Services	811219	Follow-on to Existing Contract	Over $100M	11/02/2020
View	F2019045528	USCIS	Furniture BPAs	337211	Follow-on to Existing Contract	$50M to $100M	02/21/2020
View	F2019045564	USCG/CG-912	Enrollment Services for Coast	541810	Follow-on to Existing	$2M to $5M	12/08/2020

Sample:

Acquisition Planning Forecast System

Forecast Record Number: F2016031320

Component:	USCG/CG-914

Print

NAICS: 541519	**Competition:** YES
Contract Vehicle: GSA	**Small Business Program:** SDVOSB
Contract Status: Recompetition	**Incumbent:** NETCENTIX; ISHPI; Digital Management Inc; US Max Corporation
Contract Number: HSCG79-11-D-PTE040; PTE041; PTE042; PTE043	**Anticipated Award Quarter:** Q3 FY2021
Estimated Solicitation Release: March 24, 2021	**Contract Complete:** June 30, 2026
Requirements Title: Cybersecurity Support Services	
Description: The contractor shall provide Cybersecurity Services to the United States Coast Guard (USCG) to include network administration, information systems security and systems security analysis, Security Authorization Process (SAP), security evaluations and assessments, documentation support for the area of SAP, Cybersecurity training support. Tasks shall be performed to address the protection of all USCG systems and the information they contain, which shall include the USCG IT infrastructure and connected workstations on the Non-Classified Internet Protocol Router Network (NIPRNET), Secret Internet Protocol Router Network (SIPRNET), and the Joint Worldwide Intelligence Communications System (JWICS). The top level requirements include Cybersecurity Compliance and Reporting Services, USCG Cybersecurity Operations Center (CSOC) Services & Information System Security Officer (ISSO) Services.	
Estimated Dollar Range: Over $100,000,000.00	
POC Name: Melody Mitchell	
POC Phone: (703) 203-2144	**POC Email:** Melody.J.Mitchell@uscg.mil

Industry Liaisons

Department of Homeland Security (DHS) Industry Liaison

Carla Thomas, Milton Slade, Lauren Edwards, and Alexander Mavroukakis, DHSIndustryLiaison@hq.dhs.gov,

U.S. Citizenship and Immigration Services (USCIS) Industry Liaison

Michael E. Hamlett, USCIS_vendoroutreach@uscis.dhs.gov, 202-272-1574

Customs and Border Protection (CBP) Industry Liaison

Richard Gunderson, procurement-ipop@cbp.dhs.gov, 202-306-0333

U.S. Coast Guard (USCG) Industry Liaison

Stephanie France, 202-475-3188, openforbusiness@uscg.mil

Michelene Rangel, 202-475-3741, openforbusiness@uscg.mil

Federal Emergency Management Agency (FEMA) Industry Liaison

Sammy Brunson, Jr., fema-industry@fema.dhs.gov, 202-491-4414

Federal Law Enforcement Training Centers (FLETC) Industry Liaisons

LeeAnn Conway, FLETC-procurement@fletc.dhs.gov, 912-267-2615

Tim Strong, FLETC-procurement@fletc.dhs.gov, 912-267-3176

Immigration and Customs Enforcement (ICE) Industry Liaisons

Thomas Thompson, Thomas.Thompson@ice.dhs.gov, 202-732-2645

Anita Perkins, oaq.iep@ice.dhs.gov, 202-732-2218

Transportation Security Administration (TSA) Industry Liaison

Robert Boone, TSAIL@tsa.dhs.gov, 571-227-1067

Margaret Butler, TSAIL@tsa.dhs.gov, 571-227-3966

U.S. Secret Service (USSS) Industry Liaison

Tatiana Anikinadick, industryliaison@usss.dhs.gov , 202-406-9683

Cybersecurity and Infrastructure Security Agency (CISA) Industry Liaison

Jennifer Waites, csc.bizops@hq.dhs.gov, 703-235-2003

Federal Protective Service (FPS) Industry Liaison

Denise A Webster, FPSINDUSTRYLIAISON@fps.dhs.gov, 202-732-0252

Cybersecurity and Infrastructure Security Agency (CISA), Cybersecurity Division Industry Liaison

csc.bizops@hq.dhs.gov

Science & Technology Directorate (S&T) Industry Liaison

Decemma Parker, sandt.innovation@hq.dhs.gov, 202-254-6632

Countering Weapons of Mass Destruction Office (CWMD) Industry Liaison

Nathalie Winters, CWMD.IEP@hq.dhs.gov, 202-254-7602

Office of the Chief Information Officer (OCIO) Industry Liaison

Thomas Bold, ocioexternalengagement@hq.dhs.gov, 202-805-1090

Office of Procurement Operations (OPO) Industry Liaison

La Tanya Taylor, opoindustryliaison@hq.dhs.gov, 202-309-0771

Office of Selective Acquisitions (OSA) Industry Liaison

Benjamin Monastero, OSA.VENDORS@hq.dhs.gov, 202-447-5402

Source: https://www.dhs.gov/acquisition-innovations-motion

Top DHS Prime Contractors

Prime Contractors

Office of Small and Disadvantaged Business Utilization (OSDBU)

The list below provides information on large business Prime Contractors who are interested in subcontracting with small, small and disadvantaged, women-owned small, HUBZone-certified, 8(a), veteran-owned small, and service-disabled veteran-owned small businesses.

To determine if opportunities exist for your company, we recommend you prepare yourself as follows:

1. Research the company by reviewing the column "In Search Of" to determine if there might be a match;
2. Visit each prime contractors' Web site to learn more about the company;
3. If the company requires businesses to register in their Supplier Registration database, do so (it is very likely that the Prime will ask if you've been to their site and registered in their supplier database);
4. Send an email to the contact listed for each Prime informing them of your interest in being considered for subcontracting opportunities. Briefly explain how you believe you can assist the Prime (be specific and tie your experience/capabilities to their needs).
5. If you have the opportunity to meet with a Prime, be prepared, and most important, be on time.
6. If they ask you to follow-up with additional information, do so.

https://www.dhs.gov/prime-contractors

SAMPLE:

Accenture

Small Business Liaison: Irene Rivera irene.c.rivera@accenturefederal.com

Website: www.accenture.com/
Contract: U. S. VISIT HSSCHQ-04-D-0096, Options thru 2014
FEMA - Risk Map
In Search Of:

- Solving Complex Challenges with predictable results
- Agile Systems Development
- Financials as a service (and traditional ERP)
- Big data and analytics
- Identity management and credentialing
- Investigative case management
- Cloud computing
- Service-oriented architecture (SOA)
- Commerce and trade. Preparedness and response

DHS Small Business Vendor Outreach Sessions

Sponsored by the Office of Small and Disadvantaged Business Utilization, Vendor Outreach Sessions (VOS's) are a series of pre-arranged 15-minute appointments with Small Business Specialists from DHS components, plus several prime contractors who currently have contracts with DHS. These sessions provide the small business community opportunities to discuss their capabilities and to learn more about doing business with DHS. We maintain a listing of scheduled Vendor Outreach Sessions that includes the dates companies may schedule appointments for specific sessions.

Vendor Outreach Sessions (VOS) are held ten times per year in the following months: January, February, March, May, June, July, August, October, November and December. Please visit the following Vendor outreach Sessions link to access the calendar for the upcoming sessions:

Review the notes section for each session, which indicates what type of small business is eligible to attend each month, along with the scheduling date for each session.

Please read all information on this page carefully before scheduling appointments. If you require additional information, please contact us regarding Vendor Outreach Sessions at osdbu.vos@hq.dhs.gov.

Virtual VOS

Due to the on-set of COVID-19, the Department of Homeland Security (DHS), Office of Small and Disadvantaged Business Utilization (OSDBU), will conduct virtual Vendor Outreach Sessions (VOS) until further notice. Vendors who wish to participate must provide a valid email address in their profile in MBM that can be used with the various virtual tools (i.e. Zoom, Microsoft Teams, etc.). The preferred virtual tool for DHS is MS teams. At a minimum, vendors should have access to MS Teams. The prime contractors use a wider selection of virtual tool options. Once your firm receives confirmation of an appointment from the scheduling site, you will receive a follow-up email with the virtual meeting invitation. See the following link for the FY 2021 VOS schedule /publication/small-business. Please be advised that if connectivity issues occur using the virtual tools, the session will be conducted telephonically. If you have any questions regarding these virtual VOS events, send them to the VOS mailbox at OSDBU.VOS@hq.dhs.gov.

Scheduling a Vendor Outreach Session

All requests for appointments are handled via an electronic appointment scheduling system at https://vos.mybusinessmatches.com (If this link does not take you to the scheduling site, copy and paste it into your browser's address bar). You must first create a profile in the system.

The appointment scheduling opens at 12:00 p.m. Eastern Standard Time (EST) on the designated day and will remain open for a 24-hour period. Scheduling will close at 12:00 p.m. EST on the next work day. The system is timed to the clock at the Naval Observatory. Be advised that appointments fill very quickly (generally within minutes after the scheduling system opens). You will be competing with other vendors accessing the system simultaneously via the Internet.

In the scheduling system, you will be able to select appointment times with specific DHS components and/or large prime contractors. You may request up to three appointments. If you successfully make an appointment, the confirmation is set as soon as you click on the schedule button. You will receive a pop-up header that says **Your Meeting is Confirmed.** No additional e-mail is sent at this time. You can further confirm that you have successfully scheduled appointments by reviewing your user dashboard in the section entitled **My Schedule** with options to either **See My Schedule** or **Print My Schedule**. To expedite check-in when the in-house VOS resumes, recommend that you bring your printed schedule with you. If you do not receive a header that says **Your Meeting is Confirmed**, or if you are unable to see scheduled appointments when you click on **My Schedule**, you do not have an appointment.

To schedule appointments, follow these steps:

1. Create a profile in the electronic appointment scheduling system at https://vos.mybusinessmatches.com. The profile can be created any time prior to scheduling. It is recommended to create this profile prior to the day of scheduling.

2. Once you have completed the profile, review the list of counselors (component Small Business Specialists and Large primes) at https://vos.mybusinessmatches.com/#monthlyresearch and determine which counselors you wish to meet with for further information.

3. At the designated day and time for scheduling appointments, log into the DHS VOS Electronic Scheduling System at https://vos.mybusinessmatches.com with the email and password that you used at the time the profile was created; click on the red button titled **Schedule Appointments**; select appointment times with DHS Components and Large Primes for that specific VOS.

Attendance Policy

The VOS is a DHS best practice and a well sought-after industry event. To increase opportunities for more vendors to attend the sessions, DHS will limit vendor attendance to no more than 3 sessions per fiscal year. The scheduling site will automatically suspend a vendor's ability to register for future sessions once the company has completed its third session.

No Show Policy

The DHS VOS has a wide-reaching interest to the vendor community. Vendors who do not attend their scheduled session take away from another company's opportunity to attend the session. Therefore, DHS will suspend vendor access to scheduling appointments after two no shows. Based on a firm's no-show status, the company will not be able to attend two consecutive vendor outreach sessions that they would previously be eligible to attend.

Vendors must provide the proper cancellation notice either via the My Business Matches (MBM) scheduling site or at OSDBU.VOS@hq.dhs.gov within 24hrs of the VOS, otherwise they are considered a no show. If the vendor cancels via MBM, an automatic email notification of the date and time of the cancellation is sent to the VOS program manager.

Source: https://www.dhs.gov/small-business-vendor-outreach-sessions

Targeted Agency Worksheet

Mission:

____

____

____

____

Vision:

____

____

____

____

Forecast of contracting opportunities results:

____

____

____

____

Decision-makers (Contracting, Program and Small Business)

____

____

____

____

____

Targeting Messages & Tools Used

Target	Message	Tool
OSDBU	We're a Credible Vendor	Entry Email Capability Statement New Releases
Contracting Officer	We're a Credible Bidder	Entry Email Capability Statement New Releases
Program Manager	We're Experts	Entry Email Capability Statement Case Study
End User	We Can Help	Phone Call- Followed By: Cap Statement (copies) Case Study News Releases

And:

Primes	Credible Sub	Cap. Statement Entry Email Case Study
Teaming Partners	Credible Vendor	Cap. Statement Entry Email News Releases

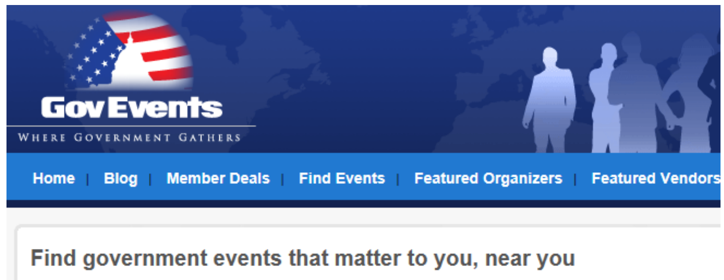
Daily Marketing Tools

- Registrations (Updates and new)
- Web Site (add keywords and phrases for upcoming targeted opportunities)
- Matchmaking Pitch
- Phone calls (outbound and inbound)
- Conferences: www.govevents.com and individual agency websites
- Vendor Outreach Meetings
- Capability Statement
- Capability Briefings
- White Papers
- Case studies
- Debriefings
- Social Media, Blogs
- Public Relations, News Releases
- Advertising: TV, Radio, Print

Events

There are many event planners serving the federal market. Some are fantastic and others a waste of time. If you have any questions about the legitimacy of an event, call TargetGov and we will let you know if it is worthwhile or not.

- www.GovEvents.com



Sample for Department of Health and Human Services

Source: https://www.hhs.gov/grants/small-business-programs/events-calendar/index.html

Small Business Calendar of Events

Conferences, Workshops, and Seminars

Vendor Outreach Sessions and other business-related events from across the government are included.

FY21 Upcoming Access2Success(A2S) Small Business Outreach Events

Date/Time	Event/Location
February 10, 2021 **1:00pm - 2:30pm**	Access2Success(A2S) Virtual Listening Lab "Engage2Connect" Register for Event

FY21 Upcoming Teleconference Vendor Outreach Sessions

Date/Time	Event/Location
February 9, 2021 **9:00am – 4:00pm**	**February 2021** **Teleconference Vendor Outreach Session** A telephone number will be provided after the vetting process. Register for Event

Note: What events are coming up related to your target agencies and primes:

____

____

____

____

____

Matchmaking Pitch

- Develop a focused "Matchmaking Pitch" to communicate specific offerings
- No company does "Everything."

An example of "Reverse Pyramid" Matchmaking Speech:

I am_________________________________ with _____________________________________

We provide

____

____

Our primary focus is

____

____

We are the <u>absolute best</u> at

____

____

We are <u>different because</u>

____

____

We <u>can help your agency</u>/office by

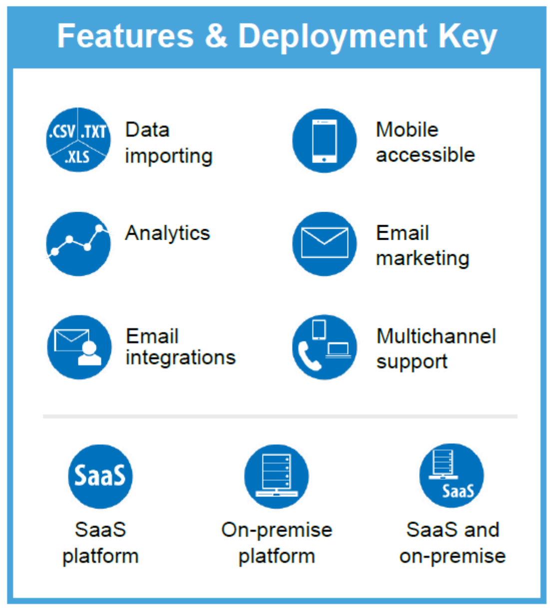
____

____

Customer Relationship Management (CRM) System

Customer Relationship Management (CRM) Systems are critical for any growth-focused business. However, hundreds of systems are available. If you do not currently have a CRM, start immediately by creating an excel spreadsheet to gather all contact information for every client, prospect, government agency and business.

The best CRM platforms will enhance client interactions through a number of tools designed to fit your company size and needs. Look for a flexible solution that automates key client transactions and interactions, improves your customer support services and efficiently manages your marketing campaigns. For more information about the variations of CRM solutions available, check out Business-Software.com's range of CRM vendor reports, all of which are available on our Exclusive Reports page.



Read on to browse the leading CRM systems and discover which ones will be the best fit for your company in our Top 40 CRM Software Comparison report.

You can download a copy of the Top 40 CRM Systems here:

https://www.business-software.com/offer/top-40-crm-software/

Phone Call Script

While you do not want to read a script verbatim, you do want to have a bulleted list of information to share including:

- My name is: ______________________________
- I am with: ______________________________
- I am calling to: ______request a capability briefing
- I will send you our Capability Statement detailing our Core Competencies, Past Performance and Differentiators in an email.
- Would you be available for a briefing on Tuesday at _________ or Thursday at __________?
- I will call back within three days to schedule the briefing.
- You can email me in reply or call me at ______________________________
- I'll repeat my name for you: ______________________________
- Thank you for your time. I look forward to speaking with you soon.

  Note: speak slowly and clearly. Do not rush through the name and phone number. Spell your name even if it is easy to spell.

Email Verbiage

Initial and follow-up emails should contain the following information:

In the Subject line state: **Capability Briefing Request for** [your company name]

Mr. Smith,

I just left you a voice mail regarding this email. I am writing you to request a Capability Briefing to discuss how [your company name] can answer the requirements your agency has for [state the type of project, program or forecasted opportunity].

Our Capability Statement is attached detailing our Core Competencies, Past Performance and Differentiators. As a [______] business experienced in [state your experience relevant to the target and opportunity] we can provide you with the services required in a number of upcoming projects.

Would you be available on [first date/time] or [second date time] for a short capability briefing? If neither of those times is convenient for you, please suggest an alternative and I will do my best to accommodate your schedule.

I will call you within three days to schedule the meeting. If it is more convenient for you to reply by email with a date and time, I will respond with a confirmation.

Thank you for your consideration.

Sincerely,

Your Name
Company name
Email
Phone number
Web site
Any other appropriate information (GSA or other contract vehicles, certifications, DUNS, etc.)

Repeat, alternate with phone calls until you get a response or referral.

Case Studies and White Papers

Case Study:

- Demonstrate Expertise
- Proves Past Performance
- Speak Target's Language
- Explain Problem –don't sell it
- Clearly Convey Solution
- Highlight Added Value
- Case Study: 2 page limit

White Paper:

- To state an organization's policy, position, or philosophy about a subject;
- To present a not-too-detailed technical explanation of an architecture, framework, or product technology; or
- To pose a technology-oriented problem or question and then answer that question with information or a proposed solution.

The terms *policy paper* or *position paper*, *technology paper* or *product paper*, and *issue paper* are often used in place of *white paper*

News Releases for the Federal Market

- Not your typical press release sent to the papers
- It IS targeted to your contacts
- It IS real news
- It is sent via email to specific people and
- Posted online where it can go viral www.Prweb.com
- Topics: contract wins, completions, new hires, awards, new services or products, certifications, branded services or products

The following is a template for a Press Release:

Your Company Name, Logo and Address

FOR IMMEDIATE RELEASE:

CONTACT: Spokesperson
Day telephone
Cell
Fax number

YOUR HEADLINE WILL GO HERE

City, State, Date — Begin your lead paragraph here.

1. Who

----

2. What

----

3. When

----

4. Where

----

5. Why

The main body of your text continues:

1. Relevant product information — Benefits

----

2. Quotes

----

3. Bullets

At the bottom of the page:

For additional information contact: Your name, address, phone numbers.

Summarize product specifications again.

(Insert another paragraph if you feel that more background information is necessary)

Company History: Summarize pertinent information in a short paragraph.

(indicates the news release is finished)

Social Media

LinkedIn

Facebook

Twitter

Insight from GSA on Federal Agency's Use of Social Media

Social media is where important content is both discovered and shared. Learn all the latest happenings at GSA by connecting with us on a variety of social media platforms. Get to know our leadership, check-in on programs and learn more about agency initiatives.

Our social media policies provide guiding principles and practices for citizens, GSA employees, and GSA as a whole.

Our public comments policy encourages two-way civil dialogue with citizens. GSA recognizes First Amendment rights and will allow various comments, viewpoints and opinions. In fact, social media usage is designed to solicit that input! However, the agency can monitor and remove comments that are political, target specific individuals or groups, are commercial in nature, are abusive or are similarly unacceptable.

The Social Media Navigator provides day-to-day professional guidelines to GSA social media staff.

The Social Media Order offers a policy framework that ensures professionalism in an increasingly interactive and transparent environment

If you have any questions about using social media at GSA, contact socialmedia@gsa.gov.

Source: https://www.gsa.gov/about-us/newsroom/social-media-at-gsa

GSA Social Media Policy

GENERAL SERVICES ADMINISTRATION

Washington, DC 20405

OSC 2106.2

April 24, 2018

GSA ORDER

SUBJECT: GSA Social Media Policy

1**.** Purpose. This Order provides requirements for the use of the General Services Administration's (GSA) social media accounts for official purposes.

2. Background. Various Federal laws and regulations govern the use of social media by Federal employees in both official and personal capacities.

3. Scope and applicability. This Order applies to all GSA employees with authority to use a GSA social media account, and it includes reminders for employees when using social media in a personal capacity.

a. This Order also applies to the Office of Inspector General (OIG) to the extent that the OIG determines it is consistent with the OIG's independent authority under the Inspector General Act of 1978 (5 U.S.C. App. 3) and does not conflict with other OIG policies or the OIG mission.

b. This Order applies to the Civilian Board of Contract Appeals (CBCA) only to the extent that it is consistent with the CBCA's requisite independence as defined by the Contract Disputes Act (CDA) and its legislative history. 41 U.S.C. §§ 7101-7109 (2012) and S. Rep. No. 95-1118 (1978).

c. The scope of this Order includes social media technologies hosted on internal Federal Government servers such as Chatter as well as those hosted outside of Federal Government servers such as Facebook and Twitter.

4. Cancellation. This Order cancels CIO 2106.1 GSA Social Media Policy.

5. Policy. GSA encourages an official, strategic presence on social media for GSA's agency operations and programs in support of its mission of delivering the best value in real estate, acquisition, and technology services to the Federal Government and the American people. Requests for the creation of a GSA official social media account must be submitted to the GSA Office of Strategic Communication (OSC) in accordance with the directions provided in the Social Media Navigator. GSA official social media accounts must abide by the requirements contained in this Order and the Social Media Navigator.

6. OSC responsibilities. OSC is responsible for the social media policies that govern the creation, management, use of and removal of GSA official social media accounts. OSC will:

a. Establish, review, freeze (discontinue use temporarily), or terminate GSA official social media accounts. Any existing GSA social media accounts will be reviewed by OSC to determine if they are in compliance with this Order.

b. Create and manage content from across GSA's entire digital presence to share on GSA's official social media accounts;

c. Administer the GSA branding policy;

d. Conduct periodic assessments of content on GSA social media sites for compliance with GSA policy, standards, and guidelines; and

e. Provide policy guidance for GSA's official social media accounts.

7. Social media user in an official capacity.

a. An employee is communicating in his/her official capacity when his/her supervisor assigns this activity as part of the employee's official duties. When an employee communicates in an official capacity, he/she is communicating on behalf of GSA and can only do what is authorized by GSA, as outlined in this Order and the Social Media Navigator. Any content an employee publishes on social media in an official capacity is done on behalf of GSA.

b. A GSA employee authorized to use GSA social media accounts:

(1) Manages a GSA official social media account; creates, shares, or discusses content regarding GSA and GSA-related matters in a manner consistent with the instructions provided in the Social Media Navigator and any additional instructions from his or her supervisor or the Associate Administrator for OSC;

(2) Coordinates as needed with OSC and the Office of General Counsel (OGC) when creating, sharing, or discussing content regarding GSA or GSA-related matters.

(3) Refrains from communicating with members of the press about GSA in his/her official capacity without express permission from OSC;

(4) Uses official agency branding on GSA official social media accounts;

(5) Avoids endorsing or appearing to endorse any commercial products, services, entities, political parties, candidates or groups, private interests, or non-Federal groups;

(6) Keeps up to date with policies, including any changes to the Social Media Navigator. Navigator;

(7) Writes content in plain language, meets information quality standards, and ensures that people with limited English proficiency or disabilities have equal access to the web-based content provided using non-Federal social media services;

(8) Verifies content to ensure the information is accurate, timely, relevant, and complete;

(9) Provides data in an open, machine readable, industry standard format;

(10) Respects and protects intellectual property, to include copyrights and trademarks through the use of clear disclaimers and guidance.

(11) Protects nonpublic information, such as financial disclosure information, protected acquisition and personally identifiable information (including work product and conversations that are meant to be pre-decisional or internal to GSA), by ensuring it is not disclosed through social media activities; complies with the laws related to the prohibition on the dissemination of nonpublic information.

(12) Practices proper records management and archives social media records in compliance with Federal records management laws, regulations, and policies;

(13) Adheres to the laws for Federal Government information collection and Federal advisory committees;

(14) Refrains from engaging in vulgar or abusive language, personal attacks of any kind, or offensive terms targeting individuals or groups; and

(15) Refrains from posting any visual and audiovisual media that is vulgar or abusive, or offensive.

8. Social media user in a personal capacity.

a. An employee is communicating in his/her personal capacity when he/she is acting on his/her own time and representing himself/herself and not the agency or the U.S. Government. When using social media tools personally, it should not appear to others as though an employee is speaking for GSA.

b. GSA employees in their personal capacity shall:

(1) Follow the statutes and regulations that govern the behavior of Federal employees, including but not limited to the Hatch Act and the Standards of Ethical Conduct for Employees of the Executive Branch, which may extend to an employee's personal/private use of social media.

(2) Follow the laws related to the prohibition on the dissemination of nonpublic information;

(3) Not use their GSA position/title unless several biographical details are included (if permissible on the social media vehicle used) and the employee's title/ position is given no more prominence than the other significant biographical details.

(4) Not use official agency branding on personal social media accounts; and

(5) Not create or modify the social media account in such a way that could be construed as implying government sanction or endorsement.

c. GSA employees are encouraged to use a disclaimer clarifying that their social media communications reflect only their personal views and do not necessarily represent the views of GSA or the United States. A clear and conspicuous disclaimer will usually be sufficient to dispel any confusion that arises; however, in some cases, a disclaimer may not necessarily eliminate the potential that a reasonable person could construe that the employee's social media account is sanctioned or endorsed by GSA.

9. References.

- Social Media Navigator [DOCX - 69 KB]
- GSA Order, 2104.1B CIO GSA Information Technology (IT) General Rules of Behavior
- Standards of Ethical Conduct for Employees of the Executive Branch
- Hatch Act - Office of Special Counsel

10. Labor management relations responsibilities. Implementation of this Order with respect to employees represented by a labor organization is contingent upon completion of appropriate labor relations obligations.

11. Signature.

/S/____________________________

Donna Garland

Acting Associate Administrator

Office of Strategic Communication

Source: https://www.gsa.gov/about-us/newsroom/social-media/gsa-social-media-policy

Secret Weapon for Success: CPARS

Contractor Performance Assessment Reporting System (CPARS)

Past Performance Information Retrieval System (PPIRS) data has been merged into the Contract Performance Assessment Reporting System (CPARS). **CPARS.gov is now the official source for past performance information.** Click here <https://interact.gsa.gov/blog/update-cparsppirs-merger> to read more about the CPARS/PPIRS merger on GSA's Interact page.

What is Included Here?

Performance evaluations contain both government and contractor comments to provide a balanced view of performance, allowing source selection officials to look beyond contractor references.

Integrity records contain: federal contractor criminal, civil, and administrative proceedings in connection with federal awards; suspensions and debarments; administrative agreements issued in lieu of suspension or debarment; non-responsibility determinations; terminations for cause or default; defective pricing determinations; termination for material failure to comply; subcontractor payment issues; information on trafficking in persons; and recipient not qualified determinations.

What can Government officials do here?

- Objectively evaluate performance
- Review relevant performance and integrity information before making an award decision
- Note - Government access to completed evaluations is restricted to those individuals who are working on source selections, to include contractor responsibility determinations.

What can Contractors/Financial Assistance Recipients do here?

- Comment on the government's evaluation and concur with or refute the overall performance evaluation
- Review their active performance and integrity information which the government may use in making an award decision
- Note – Contractors/Financial Assistance Recipients may view only their own data. To do so, you must be registered in the "System for Award Management" (SAM) and must have created a Marketing Partner Identification Number (MPIN) in the SAM profile to access this information.

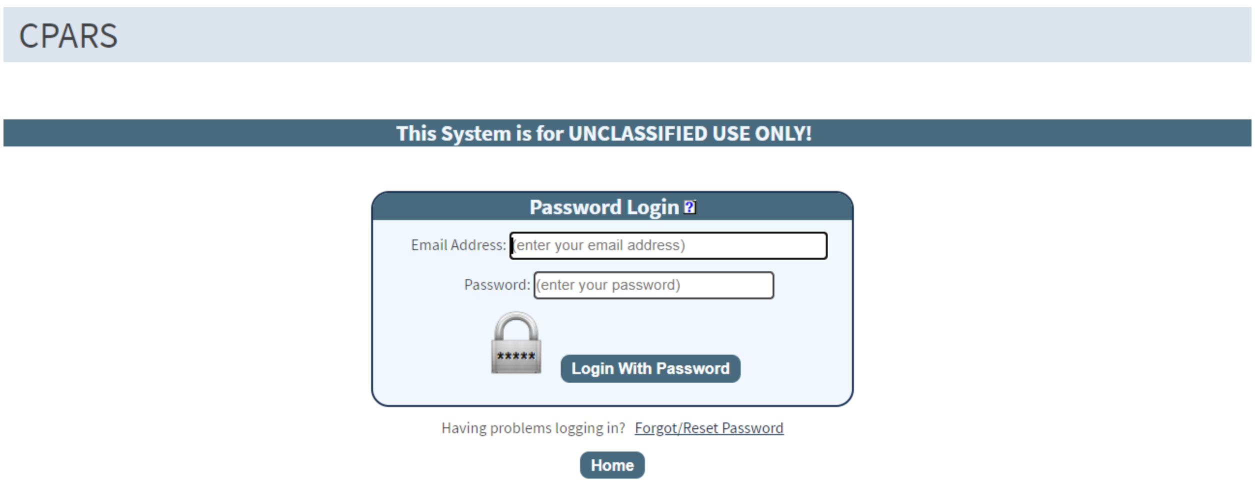
Background:

Past performance information is relevant information, for future source selection purposes, regarding a contractor's actions under previously awarded contracts or orders. It includes the contractor's record of conforming to requirements and to standards of good workmanship; forecasting and controlling costs;

adherence to schedules, including the administrative aspects of performance; reasonable and cooperative behavior and commitment to customer satisfaction; reporting into databases; integrity and business ethics; and business-like concern for the interest of the customer. [Federal Acquisition Regulation (FAR) 42.1501]. Government officials use multiple sources of information when making award decisions. Agencies are instructed to use the Contractor Performance Assessment Reporting System (CPARS) to create and measure the quality and timely reporting of performance information.

FAR 42.1503(4)(d) deems all past performance data as **Source Selection Sensitive**; information is not releasable unless directed by the agency who submitted the data. Any Freedom of Information Act (FOIA) request should be submitted to the Agency who created the evaluation.

Source: https://www.cpars.gov/



Source: https://cpars.cpars.gov/cpars/app/userlogin_input.action

Fiscal Year End Strategies

- Perform regular contacts: emails, phone
- Make it easy to buy from you
- Offer year-end specials
- Phone: outbound and inbound calls w/ live people!
- Stay open longer hours and let them know
- Create easy to use order forms
- Market your existing contract vehicles
- Ask for under $25K opportunities
- Ask about all Simplified Acquisition Threshold opportunities
- Feature specific products weekly
- Call regular customers for customer service and upsell
- Send surveys

Five Special Strategies for Fiscal Year End

1. Check your CPARS now: If they say nothing, or, even worse, have negative reports about your firm, you won't win the contract. PPIRS is a shared data warehouse of report cards that detail a vendor's performance on current (or completed) contracts. Contracting officers go here to see how you are rated. Most contractors don't know what it is. https://www.cpars.gov/

2. Craft a killer one-page Capability Statement with different versions for every targeted agency, military base and prime. Dump the generic "solutions" mindset and instead state a "results" focus using their SOW terminology and keywords.

   2.a. Add a back page to your capability statement with a full menu of services and products offered in the various ranges of the Simplified Acquisition Threshold. See the Targetgov products page for an easy-to-use template.

3. Update your web site to include core competencies, past performance, differentiators. Use these specific terms and fill your government-oriented pages with proof. Throw out all the generic marketing speak and write web copy as if you are competing on a contract.

4. Change of focus on RFP responses: Don't write to win but rather, write the response to be the last business standing. Winners are chosen because they were not eliminated, not necessarily because they had the best idea or even best price. Learn this and watch your win ratio improve.

5. Improve your procurement translation skills. If they say they don't have money, what they really are saying is they don't know or trust you well enough to give you the business. They may not be able to loosen up millions at a time, but they want to spend every dime before the fiscal year end and will find all sorts of ways to buy from people they know and trust to do a good job.

Bonus :

6. Nine percent of contracts are going to single bidders, grab the scalpel, mirror and magnifying glass, and be ruthless to hone your proposal skills to win. Whether you are competing against someone or just yourself, the higher you score and ultimately mitigate the risk in doing business with you, the more contacts you will win.

Sources Sought Notices

What is a "Sources Sought" notice?

The Sources Sought notice is a synopsis posted by a government agency that states they are seeking possible sources for a project. It is not a solicitation for work, nor is it a request for proposal. Reference the FAR, Subpart 7.3 and OMB Circular A-76.

beta.sam.gov Opportunities:

TargetGov Tip: beta.SAM.gov now gives companies the opportunity to set up automatic email notifications.

REMINDER: This is just one of many websites that lists Sources Sought and federal contract opportunities. Other sources will be shown for the targeted agencies. We have purposefully described the information as if you have new employees who are learning this for the first time. This is especially helpful as you grow and use this document as a training tool.

beta.SAM.gov Introduction

Why beta?

GSA decided to use the term beta when naming beta.SAM.gov to distinguish it from the current legacy SAM.gov site. While parts of the site are official, others are demonstration only and continue to be supported on one of our original websites. The original websites will be gradually migrated to the beta site. When the functionality from an original site has been migrated, the site will be a candidate for retirement. The original sites will co-exist with beta.SAM.gov until they are retired. Once the original SAM.gov site has retired, this site will be renamed “SAM.gov.”

What is this site?

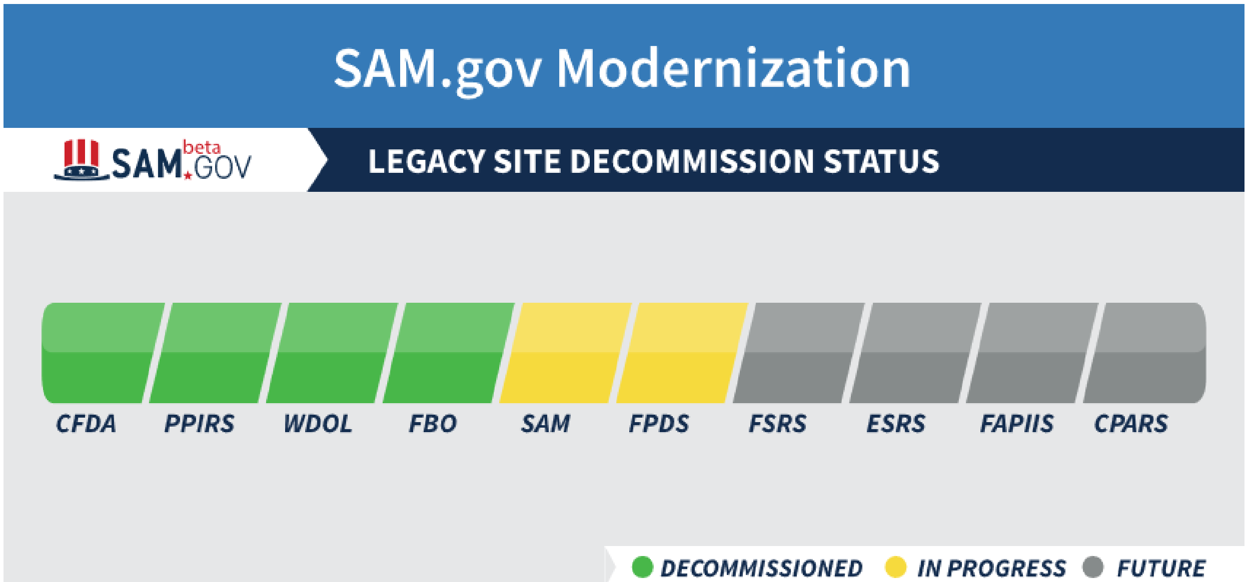
The General Services Administration (GSA) manages federal acquisition and awards processes in 10 online websites which are now being merged into one. This site will become the official U.S. government website for people who make, receive, and manage federal awards.

We are bringing all data over from the original websites, including entity registrations and historical contract data. This means your entity registration will automatically transition here when the original SAM.gov is retired.

Get Support

If you have questions about how to use this site, contact the Federal Service Desk. Link provided below: [Visit Federal Service Desk]

Stay Informed



To connect with our community and learn more about what's happening with our site, visit IAE Interact: Visit Interact

What's next

Once the modernization is complete, we will have one homepage with a single sign-on, one powerful search tool, one robust reporting tool, and one workspace where users can access the information and tools they need to make, receive, and manage federal awards. Follow our progress and stay involved.

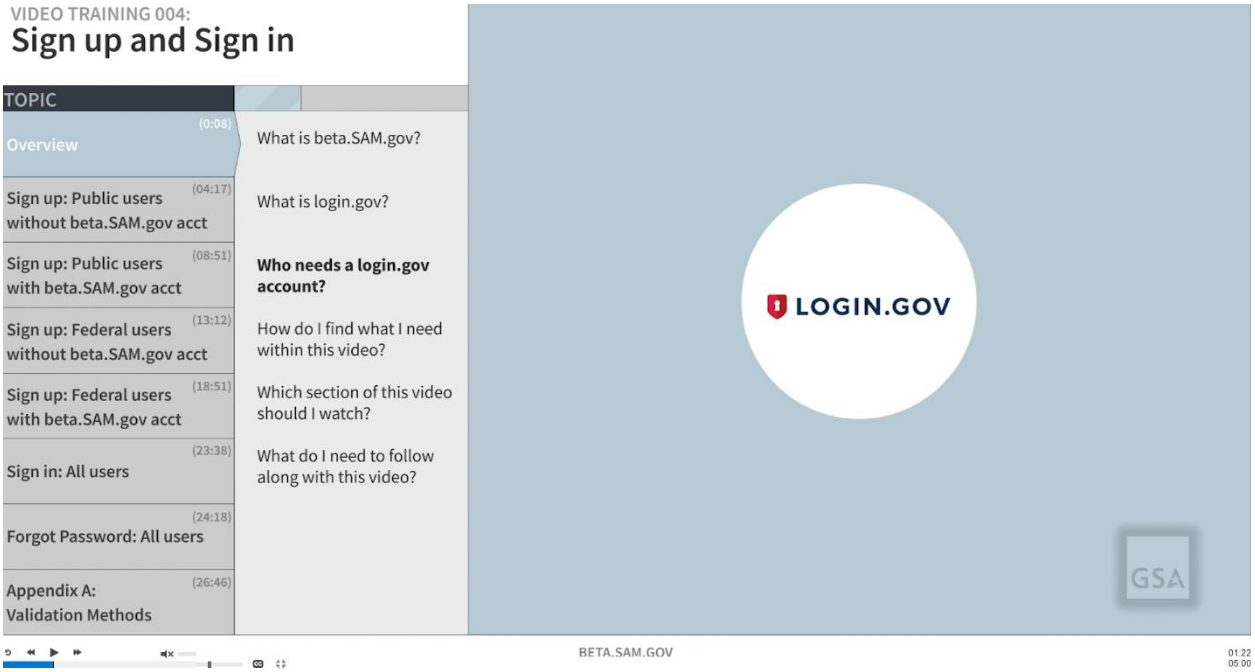
Original Site Status: FBO, WDOL, and CFDA have retired. All data is now available on beta.SAM.gov.

Get Ready

- Keep your legacy system passwords up to date. If you haven't accessed your account(s) in a while, sign in to make sure your account is still active. Passwords generally expire in 90 days.
- Monitor the legacy systems for transition updates
- Remain in contact with your agency's CCB representative (federal users)
- Join the Integrated Award Environment (IAE) Industry Community on Interact (opens in new window) (non-federal users)
- Attend quarterly Industry Days (announced on interact) for updates on modernization

User Accounts

Visitors to this site can generally be grouped into three types: federal users, non-federal or entity users,



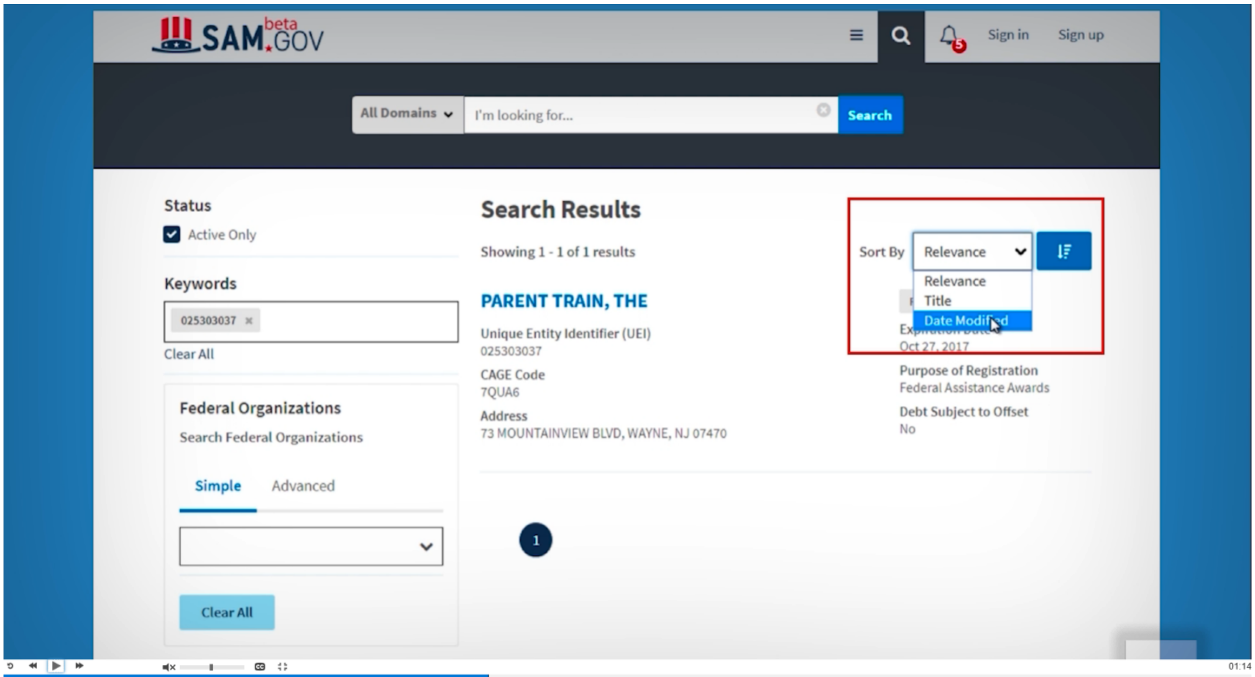
and public users. Depending on which type of user you are, you may need to create a user account to access additional features.

- **Federal:** Must have a federal government email address to sign up. Most federal users will have at least one role that enables action on behalf of your agency.
- **Non-federal or entity:** All entity users will have at least one role that enables action on behalf of your entity.
- **Public:** any non-federal user who does not have a role on this site. Public users may or may not need a user account. A user account is required to save searches, follow records, and run reports.
- **I have an account at an original website (e.g., SAM, FBO, CFDA). Do I need to sign up on this site?** Yes, you do need to sign up. If you create an account here, you will be able to migrate roles from the original websites or request a new role. Sign up or sign in. Then go to your user profile to get started.
- **What can I do without an account?**
  You can search public information, which includes award data and our learning center.

Creating an Account:

Below is a still of an instructional video outlining how to create User Accounts with the implementation of login.gov with Beta.SAM.gov, with the link below:

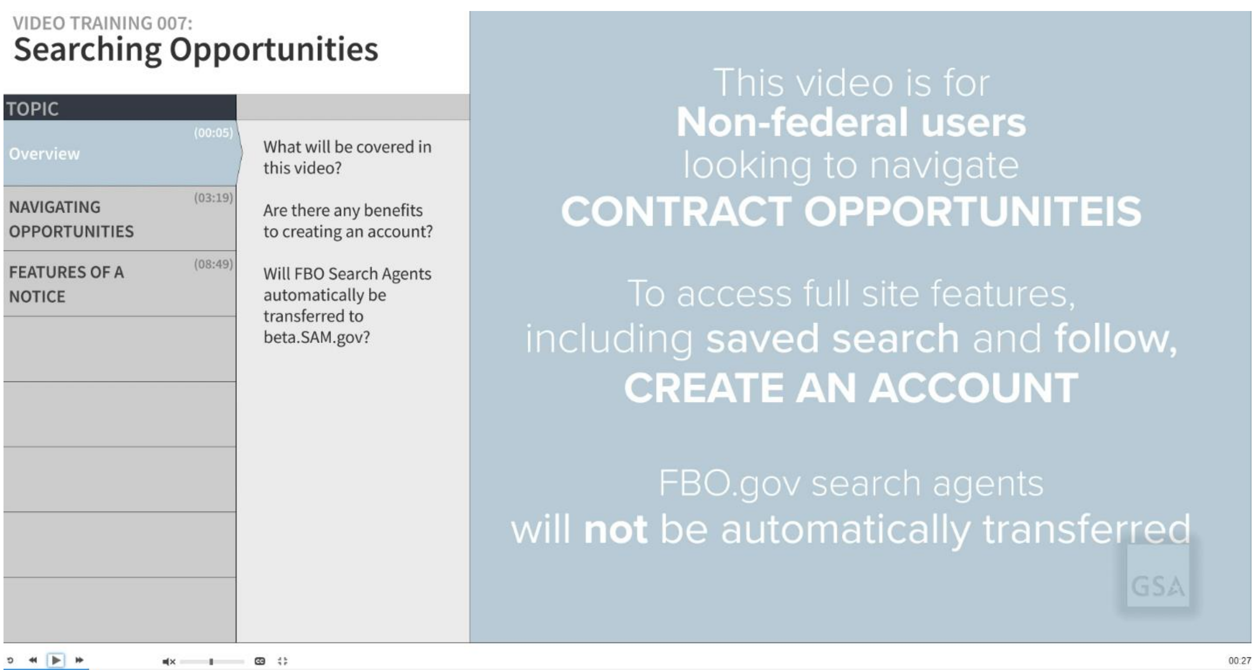
Source: https://beta.sam.gov/cm/videos/detail?id=231



Below is an instructional video on how to use beta.SAM.gov for Opportunities as a non-government user, with the link below:

Source: https://beta.sam.gov/cm/videos/detail?id=232

Below is an instructional video displaying an overview of the search functionality on beta.SAM.gov, with



the link: https://beta.sam.gov/cm/videos/detail?id=141

What is a Sources Sought Notice?

The Sources Sought Notice is a synopsis posted by a government agency that states they are seeking possible sources for a project. It may also be used to identify small business interest and consideration for possible set-asides. It is **not** a solicitation for work, nor is it a request for proposal. Reference the FAR, Subpart 7.3 and OMB Circular A-76.

You can use the following search technique to find Sources Sought Notices in the Search function:

1. Go to https://beta.sam.gov/search?index=opp
2. Observe the filters column on the left side of the page.
3. Scroll down until you see a drop box titled Type of Notice.
4. Select "Sources Sought" type.
5. Refine the search with other search criteria as appropriate to your search (agency, keyword, posting date).
6. Click "Enter" to proceed to filter the lists of opportunities.

TargetGov Tips:

- **Over 2,000 new Sources Sought Notices are posted monthly. These are often new opportunities and the ideal time to start your positioning to win!** For every Sources Sought Notice you are responding to, create a ***FAST™* Process** Checklist and assign follow-up marketing and business development deadlines. Track progress weekly.
- **We strongly recommend that you respond to every Sources Sought Notice for your targeted geographic area, either as a prime contractor or by teaming with another business**. Do not wait for it to come out as an RFP, as you are too late to have a high win probability at that late stage; many opportunities end up as sole source contracts, never making it to a public RFP. Some agencies have started to use Sources Sought responses as a "down-select," meaning that only those who respond will be directly notified of the RFP when released.

What is a Special Notice?

A Special Notice is used for the announcement of procurement matters such as business fairs, long-range procurement estimates, pre-bid/pre-proposal conferences, meetings, and the availability of draft solicitations or draft specifications for review.

You can use the following search technique to find Special Notices in the Search function:

1. Go to https://beta.sam.gov/search?index=opp
2. Observe the filters column on the left side of the page.
3. Scroll down until you see a drop box titled Type of Notice.
4. Select "Special Notice" type.
5. Refine the search with other search criteria as appropriate to your search (agency, keyword, posting date).
6. Click "Enter" to proceed to filter the lists of opportunities.

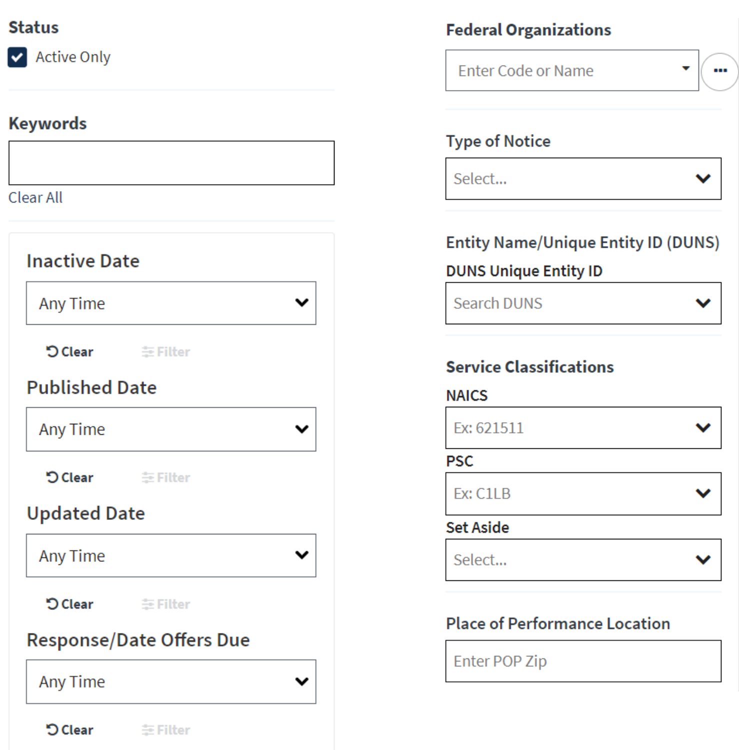
Conduct Search for Sources Sought and Requests for Information Notices

Contract Opportunities
View procurement notices from Federal contracting offices to find opportunities to bid for Federal business. These include pre-solicitation notices, solicitation notices, award notices and sole source notices. Manage your searches and track notices by creating an account.

Contract Opportunities Search Tips
Search by keyword, solicitation ID, or agency name. Use filters to narrow your results. Accounts are not required to view contract opportunities. Create an account to save searches, add your entity to an opportunity's Interested Vendors List, and receive automatic updates when opportunities change.

Start at beta.sam.gov
Steps:

1. Click "Search Contract Opportunities"
2. Fill out a minimum of criteria.
3. Under "Type of Notice" select "Sources Sought"

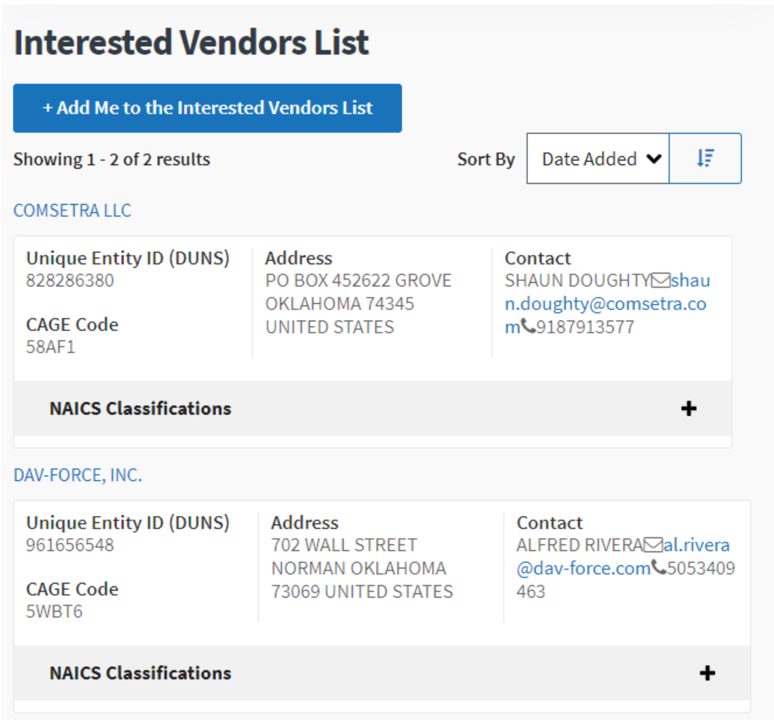


4. Add date to published date or to Response date, but not both.
5. Check results, add additional filters as appropriate.
6. Determine if you are going to answer the Sources Sought Notice as an intended prime, sub or teaming partner.
7. Contact TargetGov for assistance if needed.

Interested Vendor Listing

Beta.SAM.gov has recently released the option to view the Interest Vendors Listing.

Noted below is a sample.



GSA eBuy Opportunities

Note: This page is ONLY for those companies with an existing GSA contract. If you have questions about this, please see a TargetGov representative.

When reviewing GSA eBuy opportunities, you want to use this information for two purposes. The first is of course to determine if you want to bid on this particular opportunity through the GSA eBuy system. A clear bid-no-bid process will help you make quick decisions whether or not to invest your time and effort in the responses. Most eBuy opportunities have a very quick turnaround time due to the abbreviated response process. However, if the decision-makers do not know you and trust that you can perform and have the capacity; your win probability will be very low.

The second and critical use is to collect the contracting officer or buyer's contact information to add to your Customer Relationship Management (CRM) system for ongoing consistent and coordinated marketing of your firm to the targets pre-RFQ.

Noted here is a sample of listed opportunities as an example:

MAS	541515	RFQ1464866	IT Operations Support and Maintenance for DOT/OIG'S Web Site	10/16/2020 01:11 PM EDT	11/12/2020 05:00 PM EST	SHERONDA JONES Department of Transportation sheronda.jones@dot.gov
MAS	541515	RFQ1465427	Enterprise Application Development (EAD)	10/22/2020 12:50 PM EDT	11/13/2020 12:00 PM EST	TIFANIE LEWIS Department of Health and Human Services tifanie.lewis@acf.hhs.gov
MAS	541515	RFQ1463114	Learning Management System & Content Repository with Support Services	09/24/2020 06:42 AM EDT	11/13/2020 12:00 PM EST	KRISTIN BLACKMORE Department of Homeland Security kristin.blackmore@hq.dhs.gov
MAS	541611	RFQ1466279	Modernization of GSA Catalog Management Environment Market Research	11/02/2020 01:51 PM EST	11/13/2020 05:00 PM EST	GSA MARKET RESEARCH General Services Administration rfi@research.gsa.gov
MAS	541515	RFQ1466276	Modernization of GSA Catalog Management Environment Market Research	11/02/2020 02:17 PM EST	11/13/2020 05:00 PM EST	GSA MARKET RESEARCH General Services Administration rfi@research.gsa.gov

Recommendation: If you have a GSA Schedule, visit eBuy every day. Examine the listed opportunities to determine a bid-no-bid decision. AND add all listed COs to your CRM system.

Other Resources for Opportunities:

www.fedconnect.net

FedConnect Participating Agencies

List of federal agencies currently subscribed to FedConnect.

Department of Energy

Department of Homeland Security

Department of Housing and Urban Development

Department of the Interior

Environmental Protection Agency

Small Business Administration

Social Security Administration

"FedConnect is the perfect complement to FedBizOpps and Grants.gov.

FedConnect goes beyond the basic features of those systems to provide full lifecycle support including the ability to post opportunities, receive responses, deliver awards, and communicate throughout the pre-award, award, and post-award phases using FedConnect's secure 2-way messaging."

Recommendation: Create a cheat sheet of all of your target agencies and the web sites where they post opportunites.

____

____

____

____

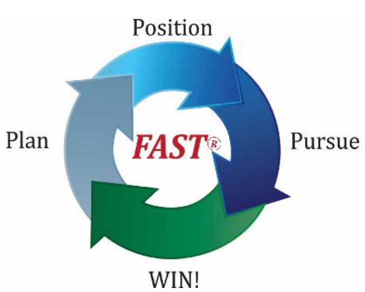
Congratulations on completing TargetGov's *Advanced Federal Marketing Mastery™*

Your Next Steps

Now that you are developing your skills to begin improving your business you may want to begin implementing changes based on your learning. If that feels daunting, you are not alone! The federal marketing landscape is constantly evolving and keeping up with it can be difficult.

TargetGov is here to do the hard work for you, through our elite KickStart® program we will show you even more skills that you can utilize to accelerate your position in the federal marketplace. If you are a new company or one that has simply wanted to break into the federal marketplace KickStart® will help you accomplish that goal. The KickStart® program is exclusively individualized to your business and our experts will work with you to develop a through action plan for your unique federal market space. Make an appointment with an expert by emailing KickStart@targetgov.com or visit our website at: https://www.targetgov.com/kickstart/

If you have completed the KickStart® program and are looking to expand your business to new heights, then our exclusive TargetGov *FAST*® Process can propel you to that level. The TargetGov *FAST*® Process can help your company develop effective process to help you increase revenues and achieve the highest ROI. With the TargetGov *FAST*® Process you will be able to Plan, Position, Pursue, and Win in the federal marketplace. Our highly trained team works with you to leverage where you are now to get you to higher revenues. Let's set a time to talk about your company's growth – email Fast@targetgov.com for an appointment or visit our website at htttps://targetgov.com/fast-process



TargetGov provides national support and training for federal government procurement business development that will save you time and help you stand out in the federal marketplace.

Our team of consultants is available to work with you at any stage of your business:

- Recruiting
- GSA schedule services
- Proposal or RFP support
- Capability Statement Consulting

No matter what your business needs in the federal marketplace TargetGov can help. If you have any questions about what we can do to help you and your business target success than please reach out to us directly by **calling 866-579-1346 X325** or email us at questions@targetgov.com.