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*Behind
the
Scenes*

TRAINING SESSIONS

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TRAINING SESSIONS

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*Behind
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TRAINING SESSIONS

Not Just Bidding,
But Bidding to Win
In Government

P³ Delivery
Project • Process • Performance

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TRAINING SESSIONS

Audience questions

What is your Industry?

- Professional Services
- Manufacturing
- Construction
- Transportation
- Financial Services & Insurance
- Information Technology
- Retail & Trade
- Government
- Health Care
- Real Estate
- Media & Entertainment
- Other

Goals for Today's Session

1

To share my knowledge as a small business owner on how to enhance your ability to identify, respond to and secure the appropriate business contracts with the Government.

2

To share information on tools, tips and techniques that can help improve your chance of being successful with the Government.

Agenda

- Opportunities to Win Government Contracts
- 10 Steps to Winning Government Contracts
- Criteria Used to Select Vendors
- Resources to Help you Increase your Win Rate

Audi ence ques tion s

- How many bids have you submitted to government (federal, state or local) this year? Over last 3 years?
- What is your win rate?
- Do you have a documented business development pursuit plan ?

Opportunities to Win Government Contracts

- The federal budget totaled \$6 trillion in 2021.
- GSA's purchasing budget was \$40.9 billion for 2021.
- The State of Georgia budget totaled \$27.5 billion for 2020.
- Atlanta's budget totaled \$2.2 billion for 2020.
- The 100 Largest Corporations in Georgia generated \$515.5 billion in 2019.
- Georgia Non-profits generated \$57.5 billion in revenue in 2019.

Opportunities to Win Government Contracts



RFPs-Request for proposal, where a solicitation for goods and services contains specifications for the product and detail of supply elements.



RFQs- Request for Quotes, where a solicitation asks you to price a specified product or service.



REQUEST FOR BID- Invitation to bid on a project, service or product.



RFI-Request for Information, usually used to solicit information on potential bidders in order to determine the potential size of the universe of bidders.

Opportunities to Win Government Contracts



Sole Source/Negotiated Contracts-Selecting only one party to provide goods or services.



Set-asides-The government limits competition for certain contracts to small businesses. These contracts are called “small business set-asides,” and they help small businesses compete for and win federal contracts. There are two kinds of set-aside contracts: competitive set-asides and sole-source set-asides.



GSA Schedule-Prequalified supplier who has agreed to provide a service on the GSA schedule at a predetermined price for a specific period.



LETTERS OF INTEREST-Technique used to determine the number of parties interested in providing goods or services.



MICRO-PURCHASES-Government purchases of less than \$10,000 do not need to be bid.



The Simplified Acquisition Threshold - Purchases up to \$250,000 can be set aside for small businesses” if there are two or more small business offerors expected to compete. FAR 19.502-2.

Ten Steps to Winning Government Contracts

1 Understand the Government Landscape

2 Get Connected

3 Research

4 Plan for a Win

5 Identify the Right Opportunity

6 Develop Your Win Strategy

7 Align/Engage Your Team

8 Price it Out

9 Develop/Deliver Proposal

10 Prepare for Oral Presentations

10 Steps to Winning Government Contracts

Understand the Government Landscape



- › Procurement Rules and Regulations
- › Contracting Process
- › Contracting Roles
- › Types of Contracts
- › Payment Terms
- › Financial/Bonding Requirements

10 Steps to Winning Government Contracts

Get Connected



- › Data bases (SAMS.gov, state and local registration systems, dynamic search, etc.)
- › Small Business Offices
- › Procurement Technical Assistance Centers
- › Industry Groups
- › Certification Programs (Local, Minority, Small Business, Woman, Veteran, HUBZone)

10 Steps to Winning Government Contracts

Research



- › Agency Buying Trends
- › Performance Reports & Gaps
- › Agency Mission & Strategy
- › Forecasts
- › Expiring Contracts

10 Steps to Winning Government Contracts

Plan for a Win



- › **Customer Target**
- › **Business Development Pursuit Plan**
- › **Marketing Collateral**
- › **Capture Management Template**
- › **Alignment and Focus**

10 Steps to Winning Government Contracts

Identify the “Right” Opportunity



- › Search Engines
- › The Three-Criteria Test
- › Requirements Compliance Matrix
- › Initial Pricing (High-Level)
- › Go/No Go Decision

10 Steps to Winning Government Contracts

Develop Your Win Strategy



- › Win Themes and Messages
- › Concerns, Bias, Hot Buttons
- › Competitive Assessment
- › Team Strengths
- › Qualifications and Past Performance

Steps to Winning Government Contracts

Align/Engage Team



- › **Communications Plan**
- › **Resource/Staffing Plan**
- › **Letters of Commitment**
- › **Resume Format & References**
- › **NDA and Non-Compete**
- › **Subcontracting Terms**
- › **Proposal Development Involvement**

10 Steps to Winning Government Contracts

Price it Out



- › **Government Annual Budgets**
- › **Pricing Template**
- › **SOW and Work Breakdown Structures**
- › **Past Awards**
- › **Cost Estimates (Direct & Indirect)**

Steps to Winning Government Contracts

Develop/Deliver the Proposal



- › Requirements Validation (ask questions, attend pre-bid)
- › Technical Solution
- › Past Performance
- › Project & Quality Management Plan
- › Packaging Details
- › Delivery Timeline
- › Receipt Acknowledgments

10 Steps to Winning Government Contracts

Prepare to Present



- › Assume a Win
- › Revisit Winning Themes & Messages
- › Receipt Acknowledgments

Criteria used to Select Vendors

A Responsible

The applicant is considered responsible if they have acceptable amounts of the following resources to ensure timely and satisfactory job performance and completion:



Financial (Includes Bonding) - Ability of a firm to meet its current and ongoing obligations as well as the proposed contract in a timely fashion.



Management - Having sufficient personnel to ensure planning, organizing, leading and control of the firm and the proposed contract. Also includes having previous experience in successfully overseeing a similar project (s).



Personnel - Having access to the level of staff required to support the delivery of the product or service in a timely fashion at the agreed upon price.



Equipment - Access to the hard assets required to support a project

Criteria used to Select Vendors

A Responsible



Technology - In place systems and operations that permit the speedy and effective collection, communication, and management of data to support the proposed project and provide ongoing status reports.



Facilities - Sufficient space to perform the tasks associated with the proposed project in a safe, secure and accessible location.



Suppliers - Access to and relationship with appropriate suppliers who can provide the needed supplies on a timely basis at a reasonable price.



Experience - Previously demonstrated ability to complete a project of the magnitude under consideration.



Other Criteria-Facilities clearance, cyber security, security clearances etc., ISO CERTIFICATION, 6 Sigma.

Criteria used to Select Vendors

B Responsive



To be responsive the applicant must address each of the items listed in the RFP/RFQ/RFI solicitation in a timely and detailed manner as requested in the bid or project documents. For example, the bid might require delivery by 5 p.m. E.S.T. Failure to do so will deem your submission unresponsive in which case you will usually be disqualified. In another case, if you fail to sign all of the documents as requested, your submission could be deemed unresponsive. Other errors that might make you unresponsive are things like number Exhibits, size of font used and the use of original signatures.

Audi ence ques tion s

- How are you marketing your company?
- Do you consider listing past performance of individuals?
- Do you look at buying trends

Resources to Help you Increase Your Win Factors

- City of Atlanta Supplier Central Site – www.atlantaga.gov/government/departments/procurement/home2/supplier-registration
- Association of Procurement Technical Centers – www.aptac-us.org
- Office of Small Business and Disadvantaged Business Utilization (“OSDBUs”)
- U.S. Small Business Administration Subcontracting Network (Sub-Net)
- Sam.gov
- Bidspeed – www.fedbidspeed.com
- GovTribe – www.govtribe.com

Thank you
for attending

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