

Ready To Grow? Proven Strategies On How To Win Government Contracts

PRESENTED BY DR. REGGIE R. LEWIS,
FUSION CONSULTING ASSOCIATES, LLC

Ready To Grow ?

Did you know the government buys nearly \$100 billion worth of goods and services from small businesses each year?

There are certain programs the government must adhere to when seeking to purchase goods and/or services.

There's a generally participation goal (percentage of business) for various types of companies, including small businesses. *As a result, in order to contend in the federal marketplace, it's to your benefit to obtain the "right" certifications.*

Small business program certification, do you have the “right” one?

Local, state and regional certifications:

- County Business Enterprise (CBE)
- Small Business Enterprise (SBE)
- Minority Women Business Enterprise (MWBE)

Federal Certifications:

- Airport Concession Disadvantaged Business Enterprise (ACDE)
- Disadvantaged Business Enterprise (DBE)
- Small Disadvantaged Business 8(a)
- Historically Underutilized Business Zone (HUBzone)
- Veteran-Owned Small Business (VOSB)
- Service-Disabled Veteran Owned Small Business (SD-VOSB)

Assess your company's readiness to compete for government contracts.

When making a bidding decision be realistic and consider the following key questions:

- Is there an incumbent?
- Does your company have the capacity, resources and manpower to meet the demands of the solicitation?
- Who are your competitors and what are their capabilities?
- What's your winning strategy?

Types of Solicitations:

- **Invitation For Bid (IFB)**: This competitive method of awarding government contracts is used for procurements of more than \$100,000 in value. The agency knows exactly what and how many of everything it needs in the contract, as well as when and how the products and services are to be delivered. The award is generally based on price.
- **Request For Proposal (RFP)**: This approach to contracting occurs when the agency isn't certain about what it wants and is looking to you to develop a solution and cost estimate. So in addition to the standard forms that the government provides, you'll have to submit your own proposal with the necessary management plans, drawings, personnel information, and any other documents that will demonstrate your business' capabilities to complete the contract.
- **Request For Quote (RFQ)**: This type of solicitation is often used to determine current market pricing. The quote you submit is not a binding offer and can't be accepted by the government. A Standard Form 26, which requires the signatures of both the contractor and the contracting officer, would be required to make the offer binding.
- **Request For Information (RFI)**: This type of eSourcing event and a formal business process used to collect written information regarding suppliers capabilities. RFI is usually used at the planning of a procurement activity as the first step in the vendor selection process.

Keys To Strategically prepare and write a highly competitive solicitation response

Proposal Development Process:

- ✓ Dissect the solicitation line by line.
- ✓ Build a complete proposal outline detailing each proposal requirement, important terms and conditions.
- ✓ Include the content of every amendment to the outline.
- ✓ Write the proposal in a direct manner, do not include unsolicited information.
- ✓ Organize the proposal in the order of the solicitation.

Keys To Strategically prepare and write a highly competitive solicitation response (cont'd)

Ask pertinent questions regarding the bid. For example:

- ✓ Is the solicitation a new opportunity or a rebid?
- ✓ Is there an incumbent contractor, and if so who is the incumbent?
- ✓ How much was the old contract, and do you have a copy of the contract?
- ✓ What does the agency think of the incumbent contractor?

Additionally, be sure to:

- ✓ Attend pre-bid meetings when possible.
- ✓ Conduct site visits when applicable to the solicitation.
- ✓ Build relationships with other primes and potential subcontractors.
- ✓ Determine if you're in a solid position financially and organizationally to bid as a prime or subcontractor.

Bid Solicitation Sites:

www.Bidsync.com

www.Demandstar.com

www.FedBizOpps.gov

www.Onvia.com

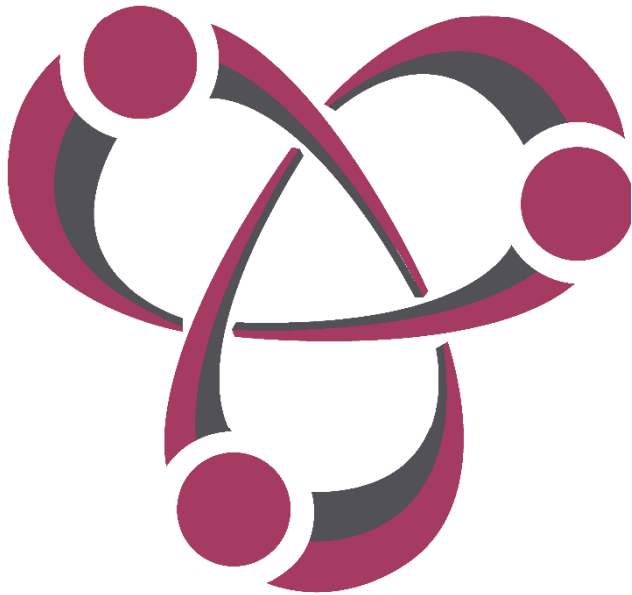
www.usa.gov

www.gsa.com

www.mbda.gov

<https://faa.dbesystem.com>

<https://pbcvssp.co.palm-beach.fl.us/webapp/vssp/AltSelfService>



Contact Information:

Fusion Consulting Associates, LLC

Dr. Reggie R. Lewis,

CEO/President

P: (954)544-7000

info@fusionconsulting.biz

www.fusionconsulting.biz