Small Business - Marketing Your Services

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WORKING WITH THE CORPS – HOW?

Here are a few suggestions you might want to consider when seeking procurement opportunities within the U.S. Army Corps of Engineers:

- Keep Your SBA Profile Current
- Monitor Procurement Websites
- Marketing Your Firm
KEEPING YOUR PROFILE CURRENT
► IDENTIFICATION, LOCATION, AND CONTACTS

This profile was last updated:

Name of Firm:  
► Trade Name (“Doing Business As”)  
► Main office or branch office  
► Address, line 1:  
► Address, line 2:  
► City:  
► State:  
► Zip:  
► Phone Number:  
► Fax Number:  
► E-mail Address:

Keep Profile current; i.e., Every 90 Days

E-mail Address

Webpage

E-Mall (if applicable)
Keeping Your Profile Current
  Identification, Contacts and Location

Year Established:
Accepts Government Credit Card? [ ] Yes [ ] No
GSA Advantage Contract(s):
(Note: Size information is now under “Size, NAICS Codes and Keywords”

ALWAYS FILL OUT “YES” AND “NO” BLOCKS
**KEEPING YOUR PROFILE CURRENT**

**IDENTIFICATION, LOCATION, AND CONTACTS**

- Contact Person: Accepts Government Credit Card
- County Code (3 Digit): GSA Advantage Contracts
- Congressional District: 
- Metropolitan Statistical Area: 
- DUNS Number: 
- CAGE Code: 
§ Keeping Your Profile Current
Organization, Ownership & Certifications

Legal Structure                          Woman Owned
                                          Veteran
OWNERSHIP AND SELF-                 Service Disabled Veteran
   CERTIFICATIONS:

Current Principals:
• Keeping Your Profile Current
  Organization, Ownership & Certifications

Business Development Servicing Office (for certifications)

8(a) Certification: SBA Controls this area
SBA 8(a) Case Number:
SBA 8(a) Entrance Date:
SBA 8(a) Exit Date:

HUBZone Certification:
HUBZone Certified?: [ ] Yes [ ] No
KEEPING YOUR PROFILE CURRENT – PRODUCTS and SERVICES

Capabilities Narrative
Never leave this Blank

Special Equipment/Materials:

Business Type
Make sure to fill this out

Percentages:

Bonding Levels
Keep Bonding Levels current
Keeping Your Profile Current: Products and Services

- Size, NAICS Codes and Keywords
  - Primary NAICS Code – Description
  - Buy Green? Obey EPA guidelines for Environmental friendliness
  - Small?, 8(a)?, Emerging?, Service Disabled Veteran Owned?, Woman Owned?, Veteran Owned, Historically Black Colleges and Universities
• KEEPING YOUR PROFILE CURRENT PRODUCTS AND SERVICES

• Quality Assurance Standards:

• Electronic Data Interchange capable?  [ ]Yes  [ ] No

• REFERENCES:  
  Put in as many References as you can
  o Include current work
UNDERSTANDING CCR AND “THE OTHER SIDE”

Assure your registration is complete and current

CCR – Central Contractor Registry - The Corps cannot award ANYTHING Unless you have a current CCR. Please check it often – keep Your registration up to date.

Monitor Federal Business Opportunities (FEDBIZOPPS) – this is your main pipeline to CORPS opportunities.
“THE OTHER SIDE”

FEDERAL BUSINESS OPPORTUNITIES
https://www.fbo.gov

Respond to “Sources Sought” announcements

ARMY SINGLE FACE TO INDUSTRY (AFSI)
https://acquisition.army.mil/asfi/solicitation_search_form.cfm

FEDERAL PROCUREMENT DATA SYSTEM (FPDS)
https://www.fpds.gov/
MARKETING YOUR FIRM - THE BASICS

If USACE comes knocking on your door …
- Answer the door and follow-through.

Requesting a Capabilities Brief:
The Facilitator: Your Small Business Specialist

Audience: Technical Staff
Contracting Officer/Specialist
Small Business Advocate
MARKETING YOUR FIRM – THE BASICS

What do you Brief?

► Your Capabilities –
► Your Talents
► Your Past Performance!!!!!
► Your Strengths
► Bring info on your Company – be ready to present as a tabletop or on-screen presentation

*Certifications should be the last thing mentioned*
MARKETING YOUR FIRM – THE BASICS

What you should NOT brief:

- The FAR – KOs and CSs already know the regs
- Things you CAN’T do
- Negative info -
WE LOOK FORWARD TO WORKING WITH YOU

THANK YOU!!!