

Small Business - Marketing Your Services

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US Army Corps of Engineers
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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-Mail (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:

County Code (3 Digit):

Congressional District:

Metropolitan Statistical Area:

DUNS Number:

CAGE Code:

Accepts Government
Credit Card

GSA Advantage Contracts





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- **Keeping Your Profile Current
Organization, Ownership & Certifications**

Legal Structure

**Woman Owned
Veteran**

**OWNERSHIP AND SELF-
CERTIFICATIONS:**

Service Disabled Veteran

Current Principals:



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- **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





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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



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- **KEEPING YOUR PROFILE CURRENT PRODUCTS AND SERVICES**
- **Size, NAICS Codes and Keywords**
 - Primary
 - NAICS Code – Description
 - Buy Green? Obeys 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
○ 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/>





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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**



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▪ **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 -**





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▷ **WE LOOK FORWARD TO WORKING
WITH YOU**

▷ **THANK YOU!!!**



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