

## Selling to DOD and the Federal Government Brochure (Text Only)

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### BROCHURE FRONT PANEL

SELLING TO DOD AND THE FEDERAL GOVERNMENT  
DLA Logistics Information Services

"Enabling Global Defense Readiness Through Logistics Information"

<https://www.logisticsinformationservice.dla.mil>

### BROCHURE INSIDE LEFT PANEL

#### Where to Start

- In order to obtain solicitation awards or payment for goods and services provided to Federal government, each contractor is required to have a Commercial and Government Entity (CAGE) Code and to be registered in System for Award Management (SAM) formerly Central Contractor Registration (CCR). Registration is free and available on the internet at: <https://www.sam.gov/portal/public/SAM/>
- For SAM Customer Service, contact: Federal Service Desk URL: <https://www.fsd.gov/fsd-gov/home.do>  
Hours: 8am - 8pm (Eastern Time)  
US Calls: 866-606-8220  
International Calls: 334-206-7828  
DSN: 866-606-8220
- DOD 4205.1, "Selling to the Military", is intended to provide companies that have little or no experience in selling to DOD with basic information about how DOD conducts business and with specific information for locating sales opportunities. The directive can be found at: [www.dtic.mil/whs/directives/corres/pdf/420501p.pdf](http://www.dtic.mil/whs/directives/corres/pdf/420501p.pdf)

### BROCHURE INSIDE MIDDLE PANEL

#### Is there a real need for my product/service?

Many resources are available to aid you in doing business with the Department of Defense (DOD) and the Federal government. Among them are:

- **Procurement Technical Assistance Centers (PTACs)** - The Defense Logistics Agency, on behalf of the Secretary of Defense, administers the DOD Procurement Technical Assistance Program (PTAP). PTACs are local resources, available for free or for a nominal fee, that will provide assistance in marketing your products and services to Federal, state and local governments at: [www.dla.mil/SmallBusiness/Pages/ptac.aspx](http://www.dla.mil/SmallBusiness/Pages/ptac.aspx)
- Government Made Easy - This site provides a wealth of information associated with doing business with the Federal government. Topics include launching and managing your business, buying from and selling to the Federal government, individual state

programs, international trade, information concerning laws, regulations, taxes, and much more. Find what you need at: <http://www.usa.gov/Business/Business-Gateway.shtml>

- **DOD Small Business Specialists** - The Military Services and some defense agencies have small business specialists at each of their procurement and contract management offices. These specialists assist small businesses, small disadvantaged businesses and women-owned small business firms with marketing their products and services to DOD. Among other services they also provide information and guidance on (1) defense procurement procedures, (2) how to be placed on the solicitation mailing lists, and (3) how to identify prime contract and subcontract opportunities at: <http://www.acq.osd.mil/osbp/sbs/resources.shtml>
- **DOD Web Sites** - The starting point for finding U.S. Military information online, offering direct links to many popular and important DOD web sites, is Defense Link, found at: <http://www.defense.gov/RegisteredSites/RegisteredSites.aspx>  
Marketing to the DOD "The Basics" is at: [http://www.acq.osd.mil/osbp/docs/marketing\\_to\\_dod\\_the\\_basics.pdf](http://www.acq.osd.mil/osbp/docs/marketing_to_dod_the_basics.pdf).

#### **BROCHURE INSIDE RIGHT PANEL**

- **Small Business Programs** - Additional procurement-related resources are located in the Links section of the DOD Office of Small and Disadvantaged Business Utilization web site at: <http://www.acq.osd.mil/osbp/>
- **Federal Business Opportunities** - Is the single government point-of-entry (GPE) for Federal government procurement opportunities over \$25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps (FBO) via the Internet. Through one portal - FBO - commercial vendors seeking Federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire Federal contracting community at: <https://www.fbo.gov/>

#### **What other guidelines and opportunities are there to sell to DOD and the Federal Government?**

- From identifying your product by Federal Supply Class or Service to locating government contracting opportunities, the "Guide to Marketing to the DOD" is found at: <http://www.acq.osd.mil/osbp/sb/guide.shtml>
- U.S. General Services Administration (GSA) is the acquisition arm of the federal government and plays a vital role in connecting the private sector with federal agencies. Selling to GSA information is found at: <http://www.gsa.gov/portal/category/26759>

## **BROCHURE OUTSIDE LEFT PANEL**

### **What happens once my product/service is accepted?**

- The Federal Acquisition Regulation (FAR) contains the basic contracting rules for all Federal government agencies. The DOD FAR Supplement (DFARS) contains additional rules that are unique to DOD. Both the FAR and DFARS can be reviewed at any DOD purchasing or contract administration office, at any Small Business Administration (SBA) office, at many local libraries, and on the Internet at: <http://farsite.hill.af.mil>

A defense contractor should have a working knowledge of both of these regulations.

### **Becoming a Supplier using DOD EMALL**

- The DOD EMALL strives to be the single entry point for Department of Defense (DOD) and Federal buyers & purchasers to shop for and buy off-the-shelf finished goods and services from the commercial marketplace. DOD EMALL benefits small, large, minority, and women owned businesses. DOD EMALL offers government wide visibility of YOUR company and products, providing quick and easy search capabilities and multiple payment options. Ability One (replaced JWOD), UNICOR and "Green" products are identified and you may use the official DOD EMALL logo to promote your business. Parts and supplies that are off-the-shelf consumable products must secure a government contract.

To know more about becoming a supplier, go to: <https://dod.emall.dla.mil> under "Self Help" and click on "Supplier Information".

## **BROCHURE BACK PANEL**

Scan the QR Code to learn more about other products and services or visit our web site at: <https://www.logisticsinformationservice.dla.mil>.



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DLA Customer Interaction Center

Toll Free: 1-877-DLA-CALL

Commercial: 269-961-7766

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