

**PROCURUREMENT
TECHNICAL
ASSISTANCE
CENTER**

**PTAC: A NO-COST RESOURCE FOR FED AND STATE
GOVERNMENT CONTRACTORS**

PRESENTERS:

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The DLA* Procurement Technical Assistance Program (PTAP)

DLA funded PTACs function as “links” between businesses and Federal/State government agency offices. The primary goal is to help companies market and sell to government agencies (B2G).

PTAC PROGRAM

SELLING TO THE GOVERNMENT

- Educate State-based businesses on potential government contracting opportunities
- Emphasize programs and market niches for small businesses; woman-owned, minority-owned, Hub-zone, veteran owned, disadvantaged, etc.
- Assist businesses with obtaining and performing Federal, State, City, County prime contracts or sub-contracts.

THE PTAC PROGRAM

NO-COST SERVICES INCLUDE:

- Confidential one-on-one advising & counseling
- Market Research for sales opportunities
- Registration/certification assistance
- Electronic 'Bid-Matching'
- Capability Statement assistance
- Review of solicitations and bid/proposal content
- More....

THE PTAC PROGRAM

ADDITIONAL SERVICES

- Assistance with GSA Schedule contracts
- Advice on procurement regulations, policies, and trends
- Help finding teaming arrangements
- Training on government contracting
- Provide contacts at government agencies and commercial companies



REGISTRATIONS

REQUIREMENT FOR
GOVERNMENT CONTRACTING

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DUN AND BRADSTREET (D&B) GET STARTED, GET A D-U-N-S NUMBER*

(NOTE: GSA TRANSITION FROM DUNS NUMBER TO NEW UNIQUE ENTITY IDENTIFIER WILL OCCUR ON APRIL 4, 2022)

1

The screenshot shows the Dun & Bradstreet Government iUpdate website. At the top left is the Dun & Bradstreet logo, and at the top right is the text "Government iUpdate". Below the logo is a blue decorative shape. A welcome message states: "Welcome to Government iUpdate - The easy way to manage Dun & Bradstreet's information on your company! Government iUpdate provides non-publicly traded companies that are doing business with the US Federal Government convenient access to Dun & Bradstreet information on their business. Registered users can view, print, and submit updates to their Dun & Bradstreet record as well as request a new DUNS Number. DUNS Number assignment and modifications are done rapidly and free of charge." Below this are three main action buttons: "Register to use iUpdate!", "Find DUNS or Request new DUNS", and "Already Registered? - Sign-In to iUpdate". Each button has a "Start Now" link. The "Sign-In" button includes input fields for "iUpdate ID (Your Email Address)" and "Password", and a "Forgot your password?" link. A red-bordered box contains a "MESSAGE FOR THOSE REQUESTING CHANGES TO AN EXISTING RECORD" stating that only Business Name, Primary Doing Business As (DBA) Name, and Physical Address (address, city, state, zip) can be updated through the site. It also lists "Branch & Subsidiary Locations" as a data element. At the bottom, it says "We apologize for any inconvenience. If any other data fields on your record need to be updated call 1-866-705-5711 for assistance." The footer contains "© Dun & Bradstreet, Inc., 2000-2011. All rights reserved." and a link to "FAQs".

dun & bradstreet Government iUpdate

Welcome to Government iUpdate - The easy way to manage Dun & Bradstreet's information on your company!
Government iUpdate provides non-publicly traded companies that are doing business with the US Federal Government convenient access to Dun & Bradstreet information on their business. Registered users can view, print, and submit updates to their Dun & Bradstreet record as well as request a new DUNS Number. DUNS Number assignment and modifications are done rapidly and free of charge.

Register to use iUpdate!
Sign-up now to access your company's information. To safeguard your identity, registrants will be asked to answer a short authentication quiz. Click below to get started.
[Start Now](#)

Find DUNS or Request new DUNS
Enter here to find your company's DUNS Number or request a new DUNS Number.
[Start Now](#)

Already Registered? - Sign-In to iUpdate
iUpdate ID (Your Email Address)

Password

[Start Now](#) [Forgot your password?](#)

MESSAGE FOR THOSE REQUESTING CHANGES TO AN EXISTING RECORD

To better serve all customers at this time, the only changes to an existing D-U-N-S record that will be made through this site are those data elements required for SAM.gov.

Those data elements are:
Business Name
Primary Doing Business As (DBA) Name
Physical Address (address, city, state, zip) - (Reminder: Personal Personal Mailbox and virtual offices will not be accepted)
Branch & Subsidiary Locations

We apologize for any inconvenience. If any other data fields on your record need to be updated call 1-866-705-5711 for assistance.

© Dun & Bradstreet, Inc., 2000-2011. All rights reserved. [FAQs](#)

LOGIN.GOV

The screenshot shows a web browser window with the URL `login.gov`. The browser's address bar includes navigation icons and a search bar. The website header features a dark blue bar with the text "An official website of the United States government" and a link "Here's how you know". Below this is a light blue navigation bar with a "Language" dropdown and a "Sign in with LOGIN.GOV" button. The main content area has the "LOGIN.GOV" logo and a search bar. A large dark blue banner with a red shield icon and a keyhole contains the text "The public's one account for government." and "Use one account and password for secure, private access to participating government agencies." Below the banner, the heading "Login.gov is for you" is followed by three columns: "Individuals" (Use one account for secure, private access to participating government agencies), "Agency partners" (Protect your users' information with the highest standards of digital security and user), and "Agency developers" (Developer resources, real-time support and modern tools to help you implement and).

SAM.GOV

SAM.gov | Home

Recognize and Avoid Phishing Emails Show Details Aug 25, 2020

Sign In

Home Search Data Bank Data Services Help

SAM.GOV

Official U.S. Government Website
100% Free

The Official U.S. Government System for:

- Contract Opportunities** (was fbo.gov)
- Contract Data** (Reports ONLY from fpds.gov)
- Wage Determinations** (was wdol.gov)
- Federal Hierarchy** (Departments and Subtiers)
- Assistance Listings** (was cfda.gov)
- Entity Information** (Entity Registrations, Disaster Response Registry, Entity UEI and Exclusions)
- Entity Reporting** (SCR and Bio-Preferred Reporting)

NEW

Register Your Entity or Get a Unique Entity ID

Register your entity or get a Unique Entity ID to get started doing business with the federal government.

Get Started

Renew Entity

Check Registration Status

Already know what you want to find?

Type here to search

59°F 8:18 AM 10/25/2021

OTHER VENDOR REGISTRATIONS

- State Level*
- County level
- City or Municipality Level

*NOTE: See National Association of State Procurement Officials (NASPO... <https://www.naspo.org/>)



CLASSIFICATION CODES

**NAICS, SIC, PSC, FSC, STATE-USED
CODES**

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NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM-NAICS CODES

United States Census Bureau

North American Industry Classification System

Menu ▾

- Main
- History
- Development Partners
- Federal Register Notices
- FAQs
- Reference Files ▾
- NAPCS

NAICS Search

Enter keyword or 2-6 digit code

2017 NAICS Search

Enter keyword or 2-6 digit code

2012 NAICS Search

Enter keyword or 2-6 digit code

2007 NAICS Search

Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools. Additional information on the background and development of NAICS is available in the [History](#) section.

Is this page helpful?

Windows taskbar: Type here to search, 59°F, 8:32 AM, 10/25/2021

STANDARD INDUSTRIAL CLASSIFICATION CODES-SIC CODES

https://www.osha.gov/pls/imis/sic_manual.html

- Standard Industrial Classification Codes (SIC Codes) identify the primary line of business of a company. It is the most widely used system by US government, public, and private organizations.
- Supply Chain Management (SCM) contracting offices, i.e., DLA DIBBS, NAVSUP, Army Materiel Command, etc.) still often use SIC Codes to identify products by NSNs to procure and replenish supply inventory control points.

PRODUCT AND SERVICE CODES-PSC CODES

- **PSC Codes Manual**

https://www.fpds.gov/downloads/top_requests/PSC_Manual_FY2016_Oct1_2015.pdf

- **PSC Selection Tool, a tool designed to help you navigate and select PSCs quickly and accurately.**

<https://psctool.us/>

The tool allows users to find the right PSC using DOD's taxonomy, an intuitive framework that groups similar PSCs together. The taxonomy divides PSCs into sixteen portfolio groups: nine services groups and seven products groups. For more information on DOD's taxonomy, please refer to our information page [improving the transparency of procurement spend](#).

FEDERAL SUPPLY CLASSIFICATION CODES-FSC CODES

<http://www.everyspec.com>

DoD Catalog Handbook H2

- The FEDERAL SUPPLY CLASSIFICATION (FSC) and its Indexes have been developed and adopted by the Office of the Secretary of Defense for use in classifying items of supply identified under the Federal Cataloging Program. The FSC is a commodity classification designed to serve the functions of supply and is sufficiently comprehensive in scope to permit the classification of all items of personal property.
- Supply Chain Management (SCM) contracting offices, i.e., DLA DIBBS, NAVSUP, Army Materiel Command, etc.) still often use FSC Codes, along with SIC Codes to identify products by NSNs to procure and replenish supply inventory control points.

STATE & LOCAL GOVERNMENTS CODES

<https://www.unspsc.org/>

- The **United Nations Standard Products and Services Code® (UNSPSC®)**, managed by GSI US™ for the UN Development Programme (UNDP), is an open, global, multi-sector standard for efficient, accurate classification of products and services. UNSPSC is an efficient, accurate and flexible classification system for achieving company-wide visibility of spend analysis, as well as, enabling procurement to deliver on cost-effectiveness demands and allowing full exploitation of electronic commerce capabilities. Encompassing a five level hierarchical classification codeset, UNSPSC enables expenditure analysis at grouping levels relevant to your needs. You can drill down or up to the codeset to see more or less detail as is necessary for business analysis.

State of Delaware uses UNSPSC Codes in its solicitations.

https://logi.epro.cgipdc.com/External/rdPage.aspx?rdReport=Public.Reports.Report9004_Data

- NIGP Code is a universal taxonomy for identifying commodities and services in procurement systems. It is available as a 3-digit class code, a 5-digit class-item code, a 7-digit class-item-group code, and a detailed 11-digit code. The NIGP Commodity and Service Code is the solution that, when mixed with a good procurement software package, brings order and efficiency to public procurement programs.

States, i.e., New Jersey, use NIGP Codes, while some, i.e., Virginia, use both UNSPSC and NIGP Codes.



CERTIFICATIONS

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VETERAN FIRST PROGRAM

VA Office of Small & Disadvantaged Business Utilization

VA » Office of Small & Disadvantaged Business Utilization

Office of Small & Disadvantaged Business Utilization

SAVE THE DATE

National Veterans Small Business Week
November 1-5, 2021

NVSBW 2021
Remember to mark your calendars for this year's National Veterans Small Business Week on Nov. 1-5.
[Learn more »](#)

RESOURCES

- OSDBU Home
- Login to Vendor Information Pages (VIP)

Windows taskbar: Type here to search, 59°F, 8:40 AM 10/25/2021

SBA SOCIO-ECONOMIC CERTS

- 8(a) Economically and Socially Disadvantaged Business Program

<https://www.sba.gov/federal-contracting/contracting-assistance-programs/8a-business-development-program>

- Historically Underutilized Business Zones (HUBZone)

<https://www.sba.gov/federal-contracting/contracting-assistance-programs/hubzone-program>

- Woman Owned Small Business (WOSB) Program

<https://www.sba.gov/federal-contracting/contracting-assistance-programs/women-owned-small-business-federal-contracting-program>

- SDVOSB Program

NOTE: ***The SBA Will Be in Charge***. Under the 2021 NDAA, the SBA, not the VA, will run the Government-wide SDVOSB certification program. The VA's Center for Verification will be abolished and its functions transferred to the SBA.

DOD CYBERSECURITY MATURITY MODEL CERTIFICATION (CMMC)

The screenshot shows a web browser window displaying the official website for the Office of the Under Secretary of Defense for Acquisition & Sustainment. The page title is "Cybersecurity Maturity Model Certification" and the URL is "acq.osd.mil/cmmc/draft.html". The page features the official seal of the Office of the Under Secretary of Defense for Acquisition and Sustainment on the left. To the right of the seal, the text reads "Office of the Under Secretary of Defense for Acquisition & Sustainment Cybersecurity Maturity Model Certification". A search bar is located to the right of the text. Below the header, a navigation menu includes links for "Home", "Updates", "FAQ's", "CMMC Model and Assessment Guides", and "Contact Us". The main content area features a large banner with a background of an American flag and the text "CMMC Model and Assessment Guides". The Windows taskbar at the bottom shows the search bar, task view, and various application icons, along with the system tray displaying the date and time as 8:54 AM on 10/25/2021.

Cybersecurity Maturity Model Ce x +

acq.osd.mil/cmmc/draft.html

Office of the Under Secretary of Defense for Acquisition & Sustainment Cybersecurity Maturity Model Certification

Search

Home Updates FAQ's CMMC Model and Assessment Guides Contact Us

CMMC Model and Assessment Guides

Type here to search

59°F 8:54 AM 10/25/2021



MARKET RESEARCH

**HOMEWORK FOR
SUCCESSFUL COMPANIES**

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MARKET RESEARCH

PTAC can assist you to do the research to discover:

- **Who is the competition**
- **Who buys your products and/or services**
- **How much and how often**

MARKET RESEARCH

PTAC will also help you do additional research to find;

- **Potential Teaming Partners**

- <https://sam.gov/content/home>

- **Small Certified Businesses**

- http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm

- **Large or Small Business Primes for Potential Subcontracting Opportunities**

- <http://www.sba.gov/category/navigation-structure/contracting/contracting-opportunities/sub-contracting>

MARKET RESEARCH

Who Buys your Products and Services

- Federal Procurement Data System (FPDS-NG)

<https://sam.gov/content/contract-data>

How much money is being Spent

- USA spending

<http://www.usaspending.gov/>



MARKETING TO THE GOVERNMENT

**KNOW THE CUSTOMER
&
BUILD RELATIONSHIPS**

MARKETING TO THE GOVERNMENT

- **Know the Agency's Mission**
- **Respond to RFI's and Sources Sought**
 - Search for RFI's and Sources Sought on the agency website or FBO.gov
- **Capability Statement**
 - One page
 - Draft your Company Capability Statement to fit the target agency project or mission
- **Unsolicited Proposals (FAR 15.6*)**
 - *Federal Acquisition Regulation
<https://www.acquisition.gov/content/regulations>

MILITARY AND AGENCY MISSIONS

(EXAMPLES)

- The mission of the **Navy** is to maintain, train and equip combat-ready Naval forces capable of winning wars, deterring aggression and maintaining freedom of the seas.
- The **Army**'s primary mission is to provide necessary forces and capabilities to the Combatant Commanders in support of the National Security and Defense Strategies.
- The mission of the **Department of Defense** is to provide the military forces needed to deter war and to protect the security of our country. The department's headquarters is at the Pentagon.
- The **U.S. Department of the Interior** protects America's natural resources and heritage, honors our cultures and tribal communities, and supplies the energy to power our future

THE CAPABILITY STATEMENT IS:

- Your Company's résumé for government contracting
- A complete and accurate description of the goods, or services your company provides.
- Developed to speak the language of government procurement
- A one-page bulleted document with all the significant information required by the agency.
- A factual presentation of your Company's capabilities
- A visual communication tool to market the Company

THE CAPABILITY STATEMENT

- **Basic Contents:**
- **Contact information:**
 - Formal company name & location
 - Decision Makers
- **Capabilities:**
 - Core Competencies and the type of product/service you can do for your client.
 - Bullet statements, *not* long narratives.
- **Facilities and equipment:**
 - List all facilities, equipment and resources used to manufacture the product or provide the service including unique processes, techniques and approaches used to perform work.
- **Expertise:**
 - Summary of your expertise
 - Key personnel/staff, highlighting technical experience as part of your business.
- **Codes:**
 - List your NAICS and PSC codes.
- **Customers:**
 - Provide at least three key customers
 - Past Performance is Critical

SAMPLE CAPABILITY STATEMENTS

SBA Capability Statements

<https://www.sba.gov/offices/district/nd/fargo/resources/capability-statements-government-marketplace>

Commercial Capability Statements for Government Requirements

https://www.google.com/search?rlz=1C1GCEA_enUS816US816&tbm=isch&q=capability+statement+template&backchip=g_l:government:ANbDEbaCxb0%3D&chips=q:capability+statement+template&usg=AI4_-kSFhcPCfgHO2B-_OT2EhucOTEu8xQ&sa=X&ved=0ahUKEwjYufTshvLeAhUKm-AKHxuYBz4Q3VYIJSgA&biw=1520&bih=736&dpr=1



SOLICITATIONS

**FIND THE NEED
AND FILL IT**

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BID/PROPOSE OR NOT?

Is it worth the investment of your time & money?

- Solicitations take time away from your business
 - Compliance to proposal requirements and instructions is critical
- Bid & Proposal costs can be expensive
 - Staff time, industry days, on-site visits...
- If you win, will you be profitable
 - Do you know your true costs for this proposal

FEDERAL GOVERNMENT PROCUREMENT GENERAL DOLLAR THRESHOLDS (NDAA FY18)

- \$10,000: **MICRO PURCHASE THRESHOLD (MPT)** – government purchase cards (GPCs)
- \$250,000: **SIMPLIFIED ACQUISITION THRESHOLD (SAT)** - Small Business Set Asides and electronic commerce is maximized
- Above \$250,000: **LARGE DOLLAR CONTRACTS**

GOVERNMENT PROCUREMENT

EXPECTATIONS OF A CONTRACTOR'S PERFORMANCE

- Receive quality products or services, to the stated requirements; i.e., SOW, SOO, PWS...
- Delivered on time...
- At a cost that is fair and reasonable.

GOVERNMENT PROCUREMENT TYPES OF COMPETITION

- Full and Open Competition
- Restricted (set aside) for Small Business & Socio-economic Programs
- Other than Full and Open competition
 - Sole Source
 - Fair Opportunity (Multiple Award Contracts-MACs)

GOVERNMENT PROCUREMENT THE SOLICITATION

▪ Read and Understand in **TOTAL**

- Is it a commercial item acquisition? Performance-based (PWS)?
- Statement of Work (SOW) or Statement of Objectives (SOO)?
- Terms, Conditions and Contract Clauses
- How will the award be made –
 - Best value continuum/technical tradeoffs?
 - Lowest price/technically acceptable?

▪ Ask all questions **BEFORE Bidding / Proposing!!!**

GOVERNMENT PROCUREMENT

HOW DO AGENCIES ISSUE AWARDS?

- Purchase Card Orders
- Purchase Orders (PO)
- Basic Ordering Agreements (BOA)
- Blanket Purchase Agreement (BPA) Call Orders
- Contract Task Order (TO)/Delivery Order (DO)
- OTAs
- Federal Supply Schedule (FSS) Orders (GSA/VA)
- Main Contract Types
 - Fixed Price
 - Cost Reimbursement

FACTORS INFLUENCING BID/PROPOSAL OUTCOME

Does your bid/proposal:

- Meet all essential solicitation requirements?
- Conform to evaluation factors?
- Conform to specifications, drawings, descriptions, and standards specified in the contract solicitation...?
- Conform to delivery dates, packaging/preservation and marking, quality assurance ...requirements?
- Past performance requirements; relevant; recent (3–5 years); similar in scope, magnitude, and complexity?

Common Mistakes that Exclude a Business from Consideration?

- Not reading and understanding the solicitation or paying attention to details (e.g., RFP Section L)
- Past Performance
 - Relevancy – work you are proposing/bidding vs. work you have done; comparable
 - Magnitude – size of the job you are bidding vs. size of jobs in your recent past performance

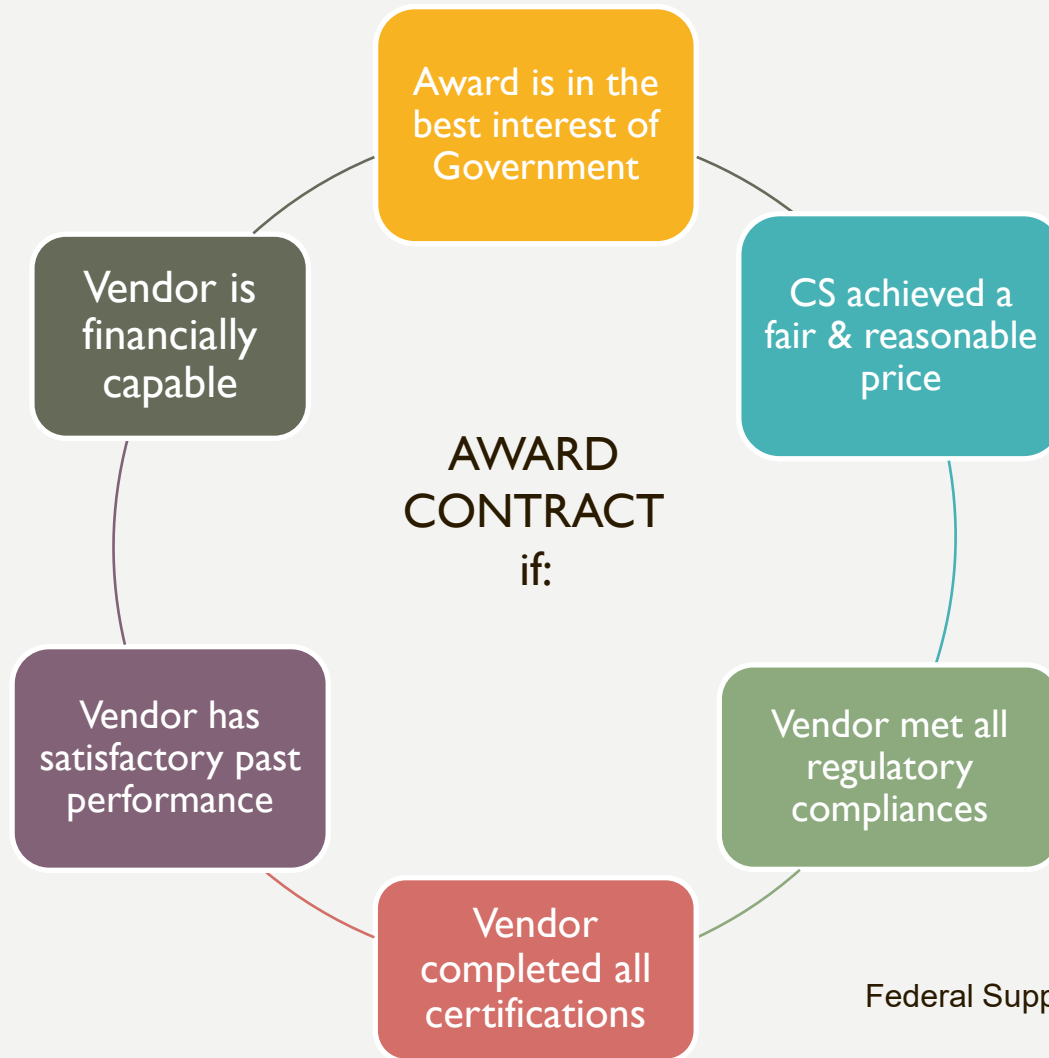


AWARD PROCESS

**AKA THE HARD WORK
REWARD PROCESS**

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AWARD DECISION



Federal Supply Schedule Service

DEBRIEFING (WIN OR LOSE)

FREE MARKET RESEARCH

- 1. Request a debriefing.
- 2. Submit your request, in writing, as soon as you receive the notice of award, or unsuccessful range competition/offeror notice.
- 3. Accept the first date offered for the debriefing.
- 4. Know what information the agency is required to disclose at the debriefing.
- 5. Prepare questions in advance of the debriefing.
- 6. Listen.
- 7. Take Notes.
- 8. Do not argue.