




**SMALL BUSINESS GOVERNMENT
CONTRACTING SERIES
MARKETING YOUR
BUSINESS TO THE
GOVERNMENT**

February 17, 2015

Milwaukee, WI

- 
- Market Research – does the government buy what I sell?
 - What marketing materials do I need?
 - Where can I meet potential customers and teaming partners?
 - And more!

Basic Principals

- There MUST be a need
- There MUST be money to pay for the product or service
- YOU MUST be COMPETITIVE
- YOU MUST MAKE MONEY
- YOU MUST have the CAPABILITIES, CAPACITY and RESOURCES to support the requirement
- Make sure you are registered on all of the required websites/
databases

Federal Government

- **Manufacturing**
 - Department of Defense www.acq.osd.mil/osbp/doing_business/index.htm
- **Construction**
 - US Army Corps of Engineers www.usace.army.mil/CESB/Pages/Default.aspx
 - US Department of Ag/Forest Service www.da.usda.gov/smallbus/
 - Naval Facilities https://portal.navfac.navy.mil/portal/page/portal/navfac/navfac_forbusinesses_pp/smallbusiness/
- **Commercial type goods and services**
 - General Services Administration www.gsa.gov
- **Mixed**
 - Department of Veterans Affairs <http://www.va.gov/OSDBU/>
- **Research and development**
 - SBIR-STTR Program www.sbir.gov

Federal Government

- Department of Veterans Affairs – Milwaukee / Iron Mountain / Chicago
- US Forest Service – Rhinelander
- Forest Products Laboratory – Madison
- Oxford Prison – Oxford
- EPA – Chicago
- General Services Administration (GSA) – Chicago
- Tank Automotive Command (TACOM) – Rock Island
- Military Bases
 - Volk Field – Camp Douglas
 - Ft. McCoy – Tomah
 - 128th ARW – Milwaukee / 115th Madison
- US Army Corps of Engineers – St. Paul / Chicago / Rock Island / Detroit
- Naval Station Great lakes – North Chicago – [contracting moving]
- ALSO – SOME LARGE CONTRACTORS LIKE Oshkosh Corp and Marinette Marine Corp (looking for small firms)

State of Wisconsin

- Department of Administration – VendorNet
- Department of Administration – Facilities
- WisDOT

Tribal Government

Tribal Economic Impact

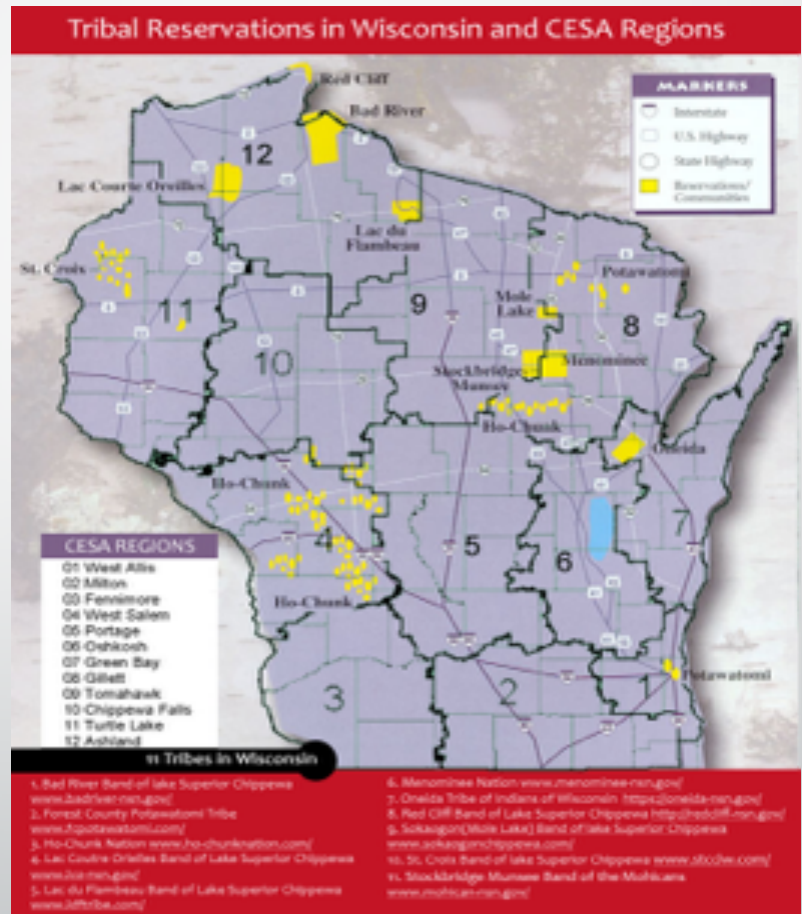
The twelve member tribes represent six nations on twelve reservations, a land base of about 1 million acres spanning 45 counties. In many counties, the tribe's agencies and enterprises amount to the largest employer in the county, and the total annual economic impact of tribal purchases and payroll amounts to more than

\$1 billion dollars.

Tribal Government

- Government Pathways: federal, state, municipal, and *tribal*
- Understanding the multi-jurisdictionality components & operational aspects of working with Tribal clients is critical to success
- Cultural responsiveness & appropriateness is a business strategy that can demonstrate required skills for conducting business in this context - competitive edge
- Tribal pathways include:
 - 1.** *Tribal Governments*: Elected or appointed officials that oversee the tribal government programs, initiatives, and employees
 - 2.** *Tribal Enterprises*: Businesses run by the TG
 - 3.** *Tribal Businesses*: Businesses run by tribal entrepreneurs
 - 4.** *Tribal Non-Profits*: Organizations with 51%+ Tribal Board
 - 5.** *Tribal Colleges*: TG chartered & provide higher education

Tribal Government



(Courtesy Bowman Performance Consulting)

Tribal Government

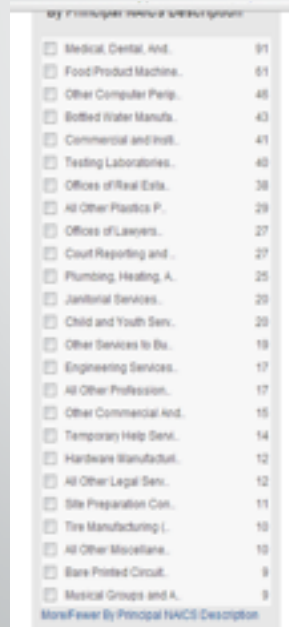
- Great Lakes Inter-Tribal Council

- [Red Cliff Band of Lake Superior Chippewa Indians](#)
- [Saint Croix Chippewa Indians of Wisconsin](#)
- [Lac du Flambeau Band of Lake Superior Chippewa Indians](#)
- [Oneida Tribe of Indians of Wisconsin](#)
- [Stockbridge-Munsee Community](#)
- [Lac Courte Oreilles Band of Lake Superior Chippewa Indians of Wisconsin](#)
- [Sokaogon Chippewa Community](#)
- [Forest County Potawatomi Community](#)
- [Lac Vieux Desert Band of Lake Superior Chippewa Indians](#)
- [Bad River Band of the Lake Superior Tribe of Chippewa Indians](#)
- [Ho-Chunk Nation](#)
- [Menominee Indian Tribe of Wisconsin](#)

Market Research

- Do your research before entering the market
- Know your NAICS Code(s) and other government contracting codes
 - NAICS: <http://www.census.gov/eos/www/naics/>
 - FSC/PSC: <http://support.outreachsystems.com/resources/tables/pscs/>
 - NIGP: <http://vendornet.state.wi.us/vendornet/default.asp>
- Government spending is public information

Market Research



by Principal NAICS Description

<input type="checkbox"/> Medical, Dental, and...	91
<input type="checkbox"/> Food Product Machine...	61
<input type="checkbox"/> Other Computer Equip...	48
<input type="checkbox"/> Bottled Water Manufa...	43
<input type="checkbox"/> Commercial and Insti...	41
<input type="checkbox"/> Testing Laboratories...	40
<input type="checkbox"/> Offices of Real Esta...	38
<input type="checkbox"/> All Other Practices P...	29
<input type="checkbox"/> Offices of Lawyers...	27
<input type="checkbox"/> Court Reporting and ...	27
<input type="checkbox"/> Plumbing, Heating, A...	25
<input type="checkbox"/> Janitorial Services...	20
<input type="checkbox"/> Child and Youth Serv...	20
<input type="checkbox"/> Other Services to Bu...	19
<input type="checkbox"/> Engineering Services...	17
<input type="checkbox"/> All Other Profession...	17
<input type="checkbox"/> Other Commercial And...	15
<input type="checkbox"/> Temporary Help Serv...	14
<input type="checkbox"/> Hardware Manufactur...	12
<input type="checkbox"/> All Other Legal Serv...	12
<input type="checkbox"/> Site Preparation Con...	11
<input type="checkbox"/> Tire Manufacturing (...)	10
<input type="checkbox"/> All Other Miscellane...	10
<input type="checkbox"/> Bare Printed Circuit...	9
<input type="checkbox"/> Medical Groups and A...	9

More Filter By Principal NAICS Description

USA SPENDING

www.usaspending.gov

Fiscal 2012 Wisconsin
Transactions by NAIC's codes

Market Research

www.fpds.gov

The screenshot displays the Federal Procurement Data System - Next Generation website. At the top, the URL www.fpds.gov is prominently displayed. Below it, the website header includes the title "Federal Procurement Data System - Next Generation" and a navigation menu with links for Home, Newsroom, Reports, Status, Workflows, Archives, Training, and Help. The main content area features a search bar labeled "ezSearch" with a prompt to "Search the search to help you find federal contracts." Below the search bar, there are several news items and reports, including "Simplified Acquisition Threshold Report", "Sustainability Report", "MA - Hurricane Sandy", "Inherently Governmental Purchases", "New Web Services to Accommodate PPA (Prompt Payment Act)", and "Section 1331 of the Small Business Act of 2012". The left sidebar contains navigation links for Login, Registration, FAQs, and Links. The right sidebar contains "Top Requests" and "Latest News" sections.

www.fpds.gov

Market Research

DYNAMIC SMALL BUSINESS SEARCH

[http://dsbs.sba.gov/
dsbs/search/dsp_dsb
s.cfm](http://dsbs.sba.gov/dsbs/search/dsp_dsb_s.cfm)

The screenshot shows the SBA Dynamic Small Business Search (DSBS) application interface. The page is titled "SBA DSBS" and includes navigation links for "Home", "Help", "About", "Contact Us", "Feedback", and "Log Out". The main content area is divided into several sections:

- Disadvantaged Business Enterprise Certification Status:** Includes a dropdown menu for "All Owners" and radio button options for "Required (Active Certifications only)", "Required (Active Certifications and Previously Certified)", "Required (Previously Certified only)", and "Not Required".
- Ownership and Self-Certifications:** A list of checkboxes for various ownership types, including "Any Minority Owned", "Any Native American Owned", "Publicly Owned", "Alaskan Native (any JAW) Owned", "Native Hawaiian Org (NHO) Owned", "Other Native American", "Other Minority Owned", "Community Development Corporation (CDC) Owned", "Self-Certified Small Disadvantaged Business", "Service Disabled Veterans Owned", "Veteran Owned (including Service Disabled Veterans) Owned", "Any Woman-Owned Small Business", "Woman-Owned Small Business under the Woman-Owned Small Business Program", "Economically Disadvantaged Woman-Owned Small Business under the Woman-Owned Small Business Program", "Woman-Owned Small Business Joint Venture", and "Economically Disadvantaged Woman-Owned Small Business Joint Venture".
- Specific Nature of Business:** Includes input fields for "NAICS Code(s)", "SIC Code(s)", and "Keywords", each with a "DSB" button.
- General Nature of Business:** Includes checkboxes for "Manufacturing", "Construction", "Research & Development", and "Services", along with a "Has TECH-Net Award(s)" checkbox and a note about the relationship between "TECH-Net" and "Research & Development".
- Minimum Acceptable Bonding Levels:** Includes input fields for "Construction Bonding Level (per contract)", "Construction Bonding Level (aggregate)", and "Service Bonding Level (per contract)".

WISCONSIN EFFICIENT
BOTS PROGRAM

STATE OF WISCONSIN • BUREAU OF PROCUREMENT
VendorNet System

What is VendorNet? Login General Procurement Information
Registration Information
System Requirements VendorNet Information Center

Welcome to VendorNet, Wisconsin's electronic purchasing information system. VendorNet was created to provide easy access to a wide variety of information of interest to vendors who wish to provide goods and services to the state as well as state agencies and municipalities.

[What is VendorNet?](#) | [Login](#) | [General Procurement Information](#)
[Registration Information](#) | [VendorNet Information Center](#)

LOGIN | HELP | SHOP CODES

State of Wisconsin, Department of Administration
P.O. Box 7867, Madison, WI 53707 USA
Phone: 1-800-482-7813 (U.S. only) or 608-244-7897

<http://vendornet.state.wi.us/vendornet/default.asp>

Your Business card

- Business Card (a **MUST HAVE**)
 - **MUST** identify clearly the company, the person and contact information – MUST HAVE EMAIL
 - **MUST** identify clearly what you do
 - In the Government world consider adding
 - NAIC's codes
 - Small Business Classifications
 - Cage Code/DUNS #
 - Federal Supply Codes
 - Keywords
 - GSA Schedule number
 - Consider two sided
 - Consider light colored background and not glossy
 - Other

Your Business card



Your Business card

NAICS Code
236220 (Primary Construction)
541330 (Secondary Engineering)

Exit Date 1/10/2015
Cage Code # 48000

Cage Code: 4W2N7 0895 1006757949

NAICS:
330429 - Other Lighting Equipment
330421 - Retailer Lighting Equipment
336413 - Other Aircraft Parts and Auxiliary Equipment
236219 - Airport Runway Lighting Contractors
541990 - All Other Professional, Scientific and Technical Services

Federal Supply Codes: 1680; 4020; 6210; 6220; 6230; 6240; 6250; 6260

• Your link to the Federal Market •
NAICS Codes

236290	331122	337214
321912	331124	337215
321999	331127	425210
332322	337211	425450
332999		425120

Your capability statement

- No more than one page (front and back if need be)
- May need to customize a bit for various uses
- Shows what is important to the person / agency you are trying to sell to – HOW DO YOU KNOW THIS – market research or ASK
- Keep it **Simple** and **Easy** to read
- Includes contact information and website link
- What is important? Depends on if you are in manufacturing, technology, construction.....
 - Past related work
 - Graphics showing capability
 - Certifications, designations, codes, classifications, important training and other relevant information
- **It should look GOOD** – easy to look at, answers basic questions about your business AND uses good grammar and good spelling

Your capability statement



The Really Great Construction Company LLC
Leaders in Energy Saving Building Renovation

7623 North Concrete Avenue
Greenland, WI 53029
414-223-0000
www.rgcon.com
Joel Tallbott, Project Manager: joel@reallygreat.com

Since 1962, the Really Great Construction Company has been a leader in providing the best energy savings building renovations in the world. RGCC prides itself on having a highly skilled and experienced staff that can take a project from design to completion within budget, on time and provide you with long term energy savings. RGCC is a small business with experience in successfully teaming on Federal and State projects.

PAST PROJECTS	CAPABILITIES
<ul style="list-style-type: none">• Large VA Hospital (NE)• USDA Lab Rehabilitation (OH)• Base Lighthouse Upgrade (NE)• Federal Courthouse (IN)• County Facility (MN)• Military Base Housing (KY)	<ul style="list-style-type: none">• Solar panel installation• Boiler and sheet metal• Temperature controls• Energy Analysis• Underwater turbine integration• Water pump installation

The Really Great Construction Company LLC is

<ul style="list-style-type: none">• LEED Certified• Licensed• Bonded• Insured• Certified Safety Program• Certified Space Safety Program	<ul style="list-style-type: none">• EPA Remediation Program• Quality Control Program• Green qualified• "Right" Total Quality Management - STURCS
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NAES 0006

- 227120 Alternative Energy
- 236120 Boiler Installation
- 541220 Engineering Services

Winner of the 2010 BEST ENERGY SAVING BUILDING RENOVATION IN THE COUNTY

FSC / PSC Codes

- 2 - Maintenance, repair, and alteration of real property



Your Website

- Yes you should have one – **WHY** – so you can be found and found out about
- It can be simple
- Yes there is a cost to design, build and update – plan well and don't go on the “cheap”
- Consider separating Government – the important parts may be very different
- Same rules as capabilities statement apply

Your Website

The screenshot displays the TAPCO website interface. At the top left is the TAPCO logo with the tagline 'TRAFFIC & PARKING CONTROL CO., INC.' and the slogan 'The business of safety since 1956'. To the right of the logo is a 'Product Search' field with a 'GO' button. Below the logo is a navigation menu with links for HOME, ONLINE STORE, SOLUTIONS, DIVISIONS, ABOUT, CONTRACTS, CONTACT, and CAREERS. A phone number '1-800-236-0112' is also visible in the top right.

The main content area features a 'Military Signage' section. It includes a background image of military vehicles and two red octagonal signs: one with 'STOP' and another with Arabic script and a hand symbol. The text reads: 'Military Signage. TAPCO is amongst the nations largest sign manufacturers & we specialize in customized military signing. All signs are TAPCO made in Milwaukee, WI according to Federal Specifications.' A 'Learn more' button is positioned below the text.

On the left side of the page, there is a sidebar with the 'TAPCO FEDERAL' logo and a list of links: 'Federal Departments', 'Federal Contracts', 'Federal Resources', and 'Shop Federal Products'. Below these links is a 'Contact our team' section with the phone number 'Call 1-800-236-0112 (Mon-Friam CST)' and a 'Contact our team' button.

At the bottom left, there is a 'Contracts & Agreements' section with a blue and yellow graphic. The bottom right of the page contains a paragraph: 'We want to be your primary supplier of traffic and parking control items while making it as easy and economical for you as possible. GSA Advantage has been the most reliable and proven source for thousands of Federal purchasers worldwide offering the most comprehensive selection of approved products and services from GSA/VIA Schedules as well as all GSA Global Supply products. TAPCO is a complete supplier of traffic & parking goods for the GSA Advantage buyers. TAPCO prides itself on customer service & your complete satisfaction is guaranteed. Please call 1-800-236-0112 or en@tapco.com with any questions.'

Other Visibility

- Press releases – news articles
- Facebook, LinkedIn, other web visibility
- Awards
- Participation in related organizations
- Presentations and education – you are the expert
- Be a mentor to others
- Conferences, professional organizations and other networking opportunities

Your elevator pitch

The presentation needs to be fact-based, interesting, and give the buyer a reason to not just remember your company, but consider your company for opportunities. You are selling yourself and your company.

Remember the buyer or evaluator's time is valuable. **AND they listen to businesses trying to sell to them every day.**

Your elevator pitch

- **1 minute pitch – elevator pitch – KEEP IT TIGHT**
 - Know what the buyer's company does and how you would fit
 - Know what is important to the buyer
 - Who you are
 - What you do
 - Have you done any work with the government before
 - What makes you special
 - Keep it business

- **5 minute pitch – should include a visual of some kind then ADD**
 - WHAT CAN YOU DO FOR THEM
 - A bit of history
 - Capacity
 - Past work
 - What makes you special – management team, design capabilities, relationships.....
 - Other as appropriate

- **15 minute pitch – more visual**
 - Mission – vision
 - Increased specifics depending on what is being sold
 - Other

Selling to the Federal Government

- WPI Bidmatching Service

Client Last Viewed RFQ's on 2014-06-02

Bid Count Reports Records 1 thru 21 out of 21 [Company Profile](#)

RFQ Date	FBQ	DLA	Other Fed	Web	Intl	Local	NonFed	Awards	
2015-01-17	4	0	0	0	4	0	0	0	List All
2015-01-16	2	0	0	0	8	0	4	0	List All
2015-01-15	9	0	0	0	4	0	0	0	List All
2015-01-14	5	0	0	0	8	0	9	0	List All
2015-01-13	4	0	0	0	4	0	2	0	List All
2015-01-12	2	0	0	0	13	0	5	0	List All
2015-01-09	1	0	0	0	4	0	6	0	List All
2015-01-08	1	0	0	0	4	0	3	0	List All
2015-01-07	5	0	0	0	6	0	1	0	List All
2015-01-06	1	0	0	0	0	0	2	0	List All
2015-01-05	6	0	0	0	15	0	2	0	List All
2015-01-02	4	0	0	0	9	0	5	0	List All
2014-12-31	3	0	0	0	14	0	3	0	List All
2014-12-30	2	0	0	0	5	0	0	0	List All
2014-12-29	0	0	0	0	16	0	2	0	List All
2014-12-26	1	0	0	0	4	0	2	0	List All
2014-12-24	6	0	0	0	18	0	2	0	List All
2014-12-23	6	0	0	0	7	0	2	0	List All
2014-12-22	2	0	0	0	10	0	13	0	List All
2014-12-19	7	0	0	1	4	0	0	0	List All
2014-12-18	5	0	0	0	9	0	3	0	List All

WPI WEBSITE: www.wispro.org

Search ...

BLOG SERVICES ABOUT MY ACCOUNT SURVEY CONTACT

WPI Wisconsin Procurement Institute

EVENT CALENDAR FEDERAL GOVERNMENT STATE GOVERNMENT LOCAL GOVERNMENT OTHER GOVERNMENT & GRANTS FAQs

WISDOT DBE REPORTER – FALL 2014 ISSUE

● ● ● ● ●

UPCOMING EVENTS

01262015
HOW DOES THE VA PURCHASE FOOD
MADISON, WI »

01262015
SMALL BUSINESS GOVERNMENT CONTRACTING
SERIES: HOW DO I ENTER THE GOVERNMENT
MARKET?
WAUWATOSA »

02032015
SMALL BUSINESS GOVERNMENT CONTRACTING
SERIES: AN OVERVIEW OF GOVERNMENT
CERTIFICATIONS
WAUWATOSA »

02132015
SMALL BUSINESS GOVERNMENT CONTRACTING
SERIES: MARKETING YOUR BUSINESS TO THE
GOVERNMENT
WAUWATOSA »

02192015
TRI COUNTY MANUFACTURING CONFERENCE SERIES
MANUFACTURING FOR THE MILITARY:
SUBCONTRACTING TO A PRIME CONTRACTOR
MONTELLO »

GET STARTED WITH THE BASICS
Questions & answers on how to get started.

SIGN-UP FOR OUR NEWSLETTER
Stay up-to-date with the latest WPI news.

HAVE A QUESTION? WE'RE HERE TO HELP.
One of our staff of experts is available to answer your questions.

Contact WPI if you need
assistance

WPI Offices located at:

Milwaukee County Research Park

10437 Innovation Drive, Suite 320

Milwaukee, WI 53226

414-270-3600 FAX: 414-270-3610

Juneau County Economic Development Corp.

122 Main St - Camp Douglas, WI 54618

608-427-2455 FAX: 608-427-2086

Western Dairyland EOC, Inc.

418 Wisconsin St. - Eau Claire WI 54703

608-427-2455 FAX: 608-427-2086

Fox Valley Technical College – DJ Bordini Center

5 Systems Drive – Appleton WI 54912

920-840-3771 FAX: 414-270-3610

Racine County Economic Development

Corporation – Launch Box

141 Main Street, Suite 2, Racine, WI 53403

414-270-3600 FAX: 414-270-3610

Food Enterprise & Economic Development (FEED)

1219 N. Sherman Ave., Madison, WI 53704

608-444-0047 FAX: 414-270-3610

Wausau Region Chamber of Commerce

200 Washington Street, Wausau, WI 54403

920-456-9990 FAX: 414-270-3610