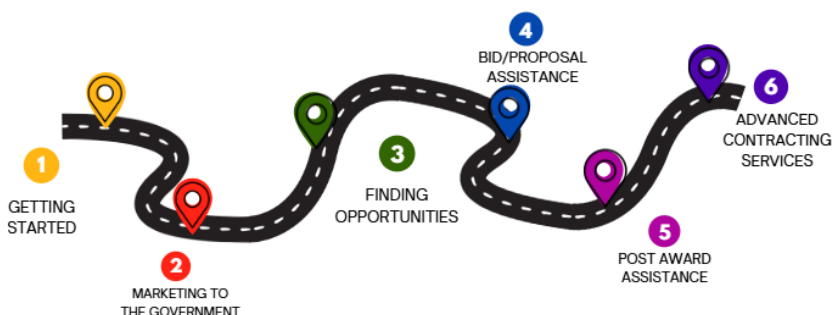


Government Contracting: A Step-by-Step Guide



South Dakota
APEX
ACCELERATOR



Accelerating American Entrepreneurship

Serving as the axis for existing and new business to strengthen the defense industrial base by accelerating innovation, fostering ingenuity, and establishing resilient and diverse supply chains

This APEX Accelerator is funded in part through a cooperative agreement with the Department of Defense



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About Us

The South Dakota APEX Accelerator counselors are located in Pierre, Rapid City, Sioux Falls, and Yankton.

We offer confidential and no cost one-on-one counseling on selling your products/services to the government (municipalities, counties, cities, and state and federal agencies), customized procurement data reports and market research, customized BidMatch emails to identify bid opportunities, guidance on government registration and certifications, review of bid/proposals, training events, networking and matchmaker events. We will work with you wherever you are on your contracting path.

Our Team

Our Team

- Small Business Development Center (SDBC)
- Small Business Innovation Research (SBIR)
- International Trade Center (ITC)

Our Network

- University of South Dakota
- West River Foundation
- SD Planning District
- Small Business Administration (SBA)
- SD CEO East and West (WBC)
- VBOC of the Dakotas
- Manufacturing Technology Solutions (MTS)



1: Getting Started

Introduction to Government Contracting

The South Dakota APEX Accelerator is here to assist you in this journey from start to finish. Our role is to provide you with guidance and education on selling to the local, state or federal government.

The government marketplace poses unique challenges. It often takes a long time to position your company for success by finding the right opportunities, building relationships with agencies, writing successful proposals, gaining experience, and ensuring compliance with the regulations. Our team of contracting specialists work with businesses to tailor a plan specific to the business and industry to provide an overview of the process of identifying local, state or federal government contracts.

Local Governments - These include municipalities, counties, and school districts as well as entities they operate such as parks and recreation departments, hospitals, and jails.

State Governments - These include state universities, the Department of Transportation, and various other state agencies such as the Department of Natural Resources.

Federal Governments - These include multiple federal agencies such as the Department of Defense, Department of Agriculture, or the General Services Administration (GSA)

If you are new to selling to the government, we suggest that you start with local and state contracting first and subcontracting and then work your way up to the federal level. This allows you to gain knowledge about public procurement process while building valuable past performance, something that is essential to successfully compete at the federal level.

Suitability for Government Contracting

Pursuing government contracts is something your business should not decide lightly, as there will be a large investment of time. Companies that are successful in the government market typically have the following traits:

- **Viable Market**—The government buys almost everything, but you may find the government market challenging unless they buy what you sell frequently. If your product is new/innovative, there may be some avenues you can pursue to introduce your product/service to the government (Small Business Innovation Research [SBIR]/ Small Business Technology Transfer [STTR]) programs or unsolicited proposals).
- **Competitive Edge**—Why would the government choose your company over your competitor? This could be caused by many things such as lower pricing/overhead, professional certifications/licenses, more experience, superior systems/processes, or geographic advantage.
- **Past Performance**—In most instances, the government relies on your company's past performance and references to assess whether or not you could successfully uphold their contract. Lack of past performance makes you a higher risk than a company that can demonstrate that they have successfully performed similar work. Because the government is spending taxpayer dollars, they try to avoid risk.
- **Understanding of Procurement**—It's important to understand "how" the government buys what you sell, because there are actually many different ways the government can procure a good/service (purchase cards, single purchases, long-term contracts, blanket agreements, group purchasing consortia, GSA schedules, etc.). Knowing how your product/service is typically purchased can help you appropriately position and market your company.
- **Compliance with Regulations**—The government can impose many different requirements on companies performing their contracts. This varies by industry, but could include such things as minimum insurance coverage, cybersecurity standards, approved accounting systems, or prevailing wage requirements. Not being able to comply with such regulations will be a barrier to entering the government market.
- **Relationships**—Procurement decisions are often influenced by relationships. Building relationships with a particular agency allows you to get to know the key decision makers and their issues and pain points. You'll have a much better understanding of how to position yourself to win a contract.

Don't be discouraged if you don't meet all the above traits. You can develop them over time and begin laying the groundwork for future success. South Dakota APEX Accelerator counselors are here to assist you with this process.

Registrations

The first steps in pursuing government contracting are understanding how your business is classified and getting registered to do business with the different government agencies. Governments classify the goods/services they buy using coding systems. Once you identify the proper codes, you may begin registering with various agencies.

Identify Your Procurement Codes

- **NIGP Commodity Codes**—The National Institute of Government Purchasing (NIGP) Commodity/Service Code is a coding taxonomy used primarily to classify products and services procured by state and local governments in North America.
- **NAICS Codes**—The North American Industry Classification System (NAICS) is a coding taxonomy 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. These codes are primarily used at the federal level. www.census.gov/naics/
- **FSCs/PSCs**—Federal Supply Codes (FSCs), also known as Product Service Codes (PSCs), are used by the U.S. government to describe the products, services, and research and development purchased by the government. Government procurement specialists and government contractors alike require a solid understanding of these codes in order to produce quality partnerships between buyers and suppliers.

State/Local Registrations

State/local agencies each have their own unique registration process. Many smaller governments do not have a registration process at all. Get a list of local registration links from your APEX counselor.

Federal Registrations

System for Award Management (SAM) sam.gov

The federal government has one primary registration called the System for Award Management, more commonly known as SAM. To prepare for your registration in SAM, you'll need the following information:

- Tax ID number
- Bank account and bank routing information
- NAICS code/PSC
- Average number of employees over a 12-month period
- Average annual receipts over a five-year period

Once your registration in SAM is complete, your company will be issued a Commercial and Government Entity (CAGE) Code. The government assigns CAGE codes to provide a standardized method of identifying a given company at a specific location. Because many companies have similar names, this helps eliminate errors.

****Ask your consultant about the SAM Quick Start Guide to help you with the SAM registration process.**

SBA's Dynamic Small Business Search (DSBS)

<https://connect.sba.gov/Home/Index> (complete your profile)

The Small Business Administration (SBA) maintains the Dynamic Small Business Search (DSBS) database to assist agencies with identifying small businesses for potential contracting opportunities. Your SBA profile is populated with information entered into your SAM registration, but it also provides the opportunity for you to supply keywords and a capabilities narrative to improve search functionality with federal buyers. Government contractors can also use the DSBS to identify small businesses for teaming, joint venture, or subcontracting opportunities.

https://dsbs.sba.gov/search/dsp_search-help.cfm?goto=Keywords (search for like companies)

Small Business Certifications and Contracting Assistance Programs

Contracting assistance programs help small businesses compete for contract opportunities. Some programs also provide additional assistance to help small businesses improve their internal operations or gain access to capital.

State/Local Programs

Disadvantaged Business Enterprise (DBE) Program—The DBE program, administered by the South Dakota DOT, is a federally mandated DOT program that ensures federally assisted contracts for highway, transit, and aviation projects are made available for small businesses owned and controlled by socially and economically disadvantaged individuals.

<https://dot.sd.gov/doing-business/contractors/disadvantaged-business-enterprise-dbe/>

State of South Dakota Bureau of Administration—The Office of Procurement Management is responsible for the procurement of all supplies, materials and equipment required by state agencies and institutions, except when otherwise provided for in state law.

The Office of Procurement Management establishes statewide contracts for goods and authorizes small purchases and equipment leases by state agencies and institutions in compliance with state law.

<https://boa.sd.gov/central-services/procurement-management/default.aspx>

Federal Programs

The Small Business Act requires the federal government to spend 23% of all federal contracting dollars with small businesses each year. The SBA provides several programs to help the government meet this requirement. Participating in these programs helps small businesses:

- Compete for federal contracts;
- Qualify for exclusive set-aside and sole-source contracts;
- Partner with established contractors to win contracts; and
- Receive business mentoring and education to learn how federal contracting works.

Women-Owned Small Business Federal Contracting Program:

Contracting program to assist women-owned and economically disadvantaged small businesses compete for federal contracts through set-asides and sole-source procurements

8(a) Business Development Program: Business development program to assist businesses owned by socially and economically disadvantaged individuals compete for set-aside and sole-source contracts

Service-Disabled Veteran-Owned Small Business Program: Contracting program to assist service-disabled veteran-owned small businesses in competing for federal contracts through set-asides and sole-source procurements

Historically Underutilized Business Zone Program: Contracting program to help fuel small business growth in historically underutilized business zones through contract set-asides and sole-source procurements

Federal Government Small Business Spending Goals

As mentioned earlier, the federal government is required to spend 23% of federal contracting dollars with small businesses. It also has goals to spend certain percentages with companies who qualify for the following programs:

- 5% Woman-Owned Small Business (WOSB)**
- 5% Small Disadvantaged Business (SDB)**
- 5% Service-Disabled Veteran-Owned Small Business (SDVOSB)**
- 3% Historically Underutilized Business Zone (HUBZone)**

<https://www.sba.gov/federal-contracting>

Your Information Page

Identify Procurement Codes

✓	Procurement Code	My Codes
	• NIGP Commodity Codes	
	• NAICS Codes	
	• FSC/PSC Codes	

Register with your Local and State Agencies

✓	Agency	Username/Password
	• BOA	
	• DOT	
	•	
	•	
	•	
	•	

Explore Eligibility for Socioeconomic Programs

✓	Socioeconomic Program	Notes
	• SB	
	• DOT DBE Program	
	• WOSB/EDWOSB	
	• SDVOSB	
	• HUBZone Program	
	• SDB/8(a)	

Register in the SAM and Create an SBA Profile

✓	To Do:	Notes/Login Information
	• TAX EIN	
	• SAM.gov UEI/CAGE	
	• Banking Information (Routing & Account #)	
	• Number of Employees	
	• Amount of annual receipts (5yr average)	
	• After registering in SAM and receiving a CAGE code, create an SBA Profile by setting up an account at connect.sba.gov— (ask your APEX Counselor for instructions).	
	• Draft capabilities narrative (keywords)	
	• Identify keywords	
	• List references	
	• List Industry Licenses	

Other Recommended To Do's or Trainings

[illegible]



2: Marketing to the Government

Market Research

Market research is a vital step in the government contracting process. Unlike the commercial sector, government procurement data is public information and can give you valuable insight. Through research, we can often identify the following:

- Which agencies buy what you sell?
- How are your goods/services normally purchased?
- Who are your competitors?
- What prices are typically paid for your goods/services?
- What opportunities are currently available?
- When will agencies buy your products/services in the future?
- Who is the incumbent on a particular contract?

SD APEX Accelerator counselors can look at various data sources to gain an understanding of your competitive environment.

- Past - Historical Procurement Data
- Present - Current Open Solicitations
- Future - Agency Forecasts and Expiring Contracts

Much of this information can be obtained through public websites.

How to Market Products and Services to the Government

Focused marketing increases the likelihood of winning government contracts. It enables companies to know what their customers are looking for and where they are spending money. Marketing helps businesses understand their competitors and has the ability to create more opportunities for a business to engage, network, and win contracts.

SD APEX counselors are ready to assist companies in all aspects of putting together a plan for marketing to the government, including:

- Identifying potential markets and target customers
- Conducting market research
- Utilizing agency procurement histories to determine who buys what a company sells and how much they buy
- Helping craft and/or review a capability statement
- Capture planning assistance
- Providing education on how to identify points of contact and establish relationships with agencies

- 12 • Assisting in the development of a Government Marketing Plan

Capability Statements

A capability statement is a resume for your business. It's typically a one- to two-page brief that allows a business to highlight its specialty, expertise, and overall capabilities. Capability statements are commonplace and expected when marketing to federal agencies. They are used to quickly communicate information about your company that the government is interested in, such as the following:

- **Core Competencies** - List the key products or services your business offers.
- **Past Performance** - Highlight relevant projects or contracts that demonstrate your experience and reliability.
- **Differentiators** - Clearly articulate what sets your business apart.
- **Company Data** - Include essential information such as government codes (UEI and CAGE) and any relevant business certifications.

A capability statement should not exceed two pages and may include the following information:

- Name of company and company logo
- Company website address
- Contact information
- Unique Entity Identifier (UEI)
- CAGE Code
- NAICS/PSC (top 5)
- Small business/socioeconomic certifications
- GSA Schedule or other contract vehicle numbers
- Short statement of core competencies
- Past or present performance information
- Company or staff awards
- Industry certifications or credentials
- Client list
- Pictures of your product or past projects

Example of the Capability Statement Template

Ask your SD APEX Counselor for a template.

Capability Statement	
Company Logo and Company Name Company Address Company Contact Information Point of Contact Name Point of Contact Phone Point of Contact email	SAM UEI: CAGE Code: NAICS: Socio-economic Certifications: SDVDB, WOSB, Minority Owned GSA Schedule Contract Number(s) Other federal contract vehicles: BPA's and other federal contract numbers State Contract Numbers:
Core Competencies	
• No long paragraphs • Use short sentences followed by keyword heavy bullet points • Create a new document for each agency, prime or teaming opportunity • Tailor each capability statement to the agency mission or specific opportunity • Preferably one page, one side • Go to two sides if necessary to include important past performance information • Save and distribute as a pdf, not a Word document, ppt or <u>other</u> format.	
Past Performance	Differentiators
List past customers for whom you have done similar work. Prioritize by: 1. related agency 2. all federal contracts 3. other government contracts 4. contracts. If a past project does not relate to the targeted agency's needs, do not list it. Consider including specific contact information for immediate references, include name, title, email, phone.	Identify what makes you different from your competitors and how this benefits the targeted agency. Include information relative to past performance of subs and their socio-economic certifications.
Company Data	
One very brief company description detailing pertinent data. Readers will visit your web site for additional information. Make sure your website is updated and <u>government-focused</u>.	
Logo, address, phone (voice, mobile, fax) email, web site.	

Building Relationships

The importance of building relationships and networking cannot be understated. Although there are processes and rules that must be followed in government contracting, there is often room for subjectivity, and a good relationship with the right person just might help tip the scale in your favor. Networking is also crucial. You never know who somebody else knows, and an informal conversation could turn into a real opportunity

Attending Events/Conferences

A key component to building relationships is connecting with people. There are many types of events that could help you uncover your next opportunity.

- **Government Small Business Outreach Events-** Federal agencies hold outreach events specifically to find new small businesses to work with. However, you may also find potential teaming partners or subcontracting opportunities.
- **Meet the Buyer/Matchmaking Events-** These events provide the opportunity to meet one-on-one with contracting personnel from various agencies or large prime contractors.
- **Industry Events-** Industry associations that hold an annual conference can be a great way to find teaming partners and build your commercial business.
- **Chamber Events-** Chambers provide many networking opportunities where you can connect with local businesses and exchange referrals.

Key Government Players

There are several key players in the procurement process. Each one has a different responsibility, so you'll want to understand what that person is responsible for and, more importantly, what they care about!

State and Local Levels

- **Buyers or Purchasing Agents**
 - **Responsibilities:** They oversee the procurement process and have legal authority to sign contracts on behalf of the agency.
 - **Goal:** They want to follow the rules and procure from a vendor that will successfully perform the contract for a reasonable price.
 - **Your Job:** Show them that you understand the rules they are required to follow. For instance, communicate only through formal channels during an open solicitation.

Federal Level

- **Contracting Officers (COs/KOs)/Contracting Specialists**
 - **Responsibilities:** They oversee the procurement process. A CO has legal authority to sign contracts on behalf of the government. A contracting specialist handles much of the administrative work for the CO.
 - **Goal:** They want to follow the rules and procure from a vendor that will successfully perform the contract for a reasonable price.
 - **Your job:** Show them that you understand the rules they are required to follow. Communicate only through formal channels.
- **Small Business Specialists/ Office of Small and Disadvantaged Business Utilization (OSDBU)**
 - **Responsibilities:** They advocate for small businesses and support them in preparing to successfully integrate themselves into the contracting process at that agency.
 - **Goal:** They engage with small businesses and strive to help the agency meet their SBA small business goals.
 - **Your job:** Show them that you are responsible and capable by doing your research on the agency before meeting with them so rapidly connect you with key decision makers within their agency. Prepare your meeting by researching their past procurement history and upcoming procurement forecasts so you can articulate how you can help the agency meet its mission.
- **End User/Contracting Officer Technical Representatives (COTRs)**
 - **Responsibilities:** COTRs write the specifications for solicitations. They are the technical experts in the field and oversee the performance of the contract. Sample titles of this person may include facility manager, engineer, installation support, property manager, program manager, HR director, CIO, etc.
 - **Goal:** They ensure successful execution of the project and help the agency meet its mission.
 - **Your job:** Position yourself as an expert by educating them on trends in your industry. Learn what their pain points are and what problems they are trying to solve, then offer them a potential solution.

- **SBA Procurement Center Representatives (PCRs)**
 - **Responsibilities:** PCRs are SBA employees tasked with reviewing the acquisition strategies of the agencies they're assigned, and they can recommend for the CO to set aside a procurement for a particular socioeconomic category. They also assist acquisition teams at the agency with market research, assist small business with payment issues, and provide counseling to businesses on the contracting process.
 - **Goal:** They help agencies meet their small business goals and assist small businesses.
 - **Your job:** Get to know who they are for the agencies you are targeting.
- **SBA Commercial Market Representatives (CMRs)**
 - **Responsibilities:** CMRs are government contract staff at SBA area offices who can help match prime contractors with subcontractors. They help small businesses market their services to prime contractors.
 - **Goal:** They ensure that federal prime contractors are meeting their small business subcontracting plan requirements.
 - **Your job:** If subcontracting to a large prime is your strategy, you'll want to connect with these individuals.
- **Prime Contractors/Small Business Liaison Officers (SBLOs)**
 - **Responsibilities:** SBLOs work for large prime contractors and are responsible for ensuring that the prime meets the requirements of its small business subcontracting plan. Large primes are required to subcontract a portion of their contract to small business and are also required to perform outreach activities and engage with small businesses.
 - **Goal:** They ensure that federal prime contractors are meeting the requirements of their small business subcontracting plans.
 - **Your job:** If subcontracting to a large prime is your strategy, you'll want to get to know these individuals. Many large primes will have a page on their website titled "Supplier Diversity" or "Doing Business With ..." where you can learn about the requirements for subcontracting with them.

Your Information Page

Other Recommended To Do's or Trainings

✓	Other Actions/Trainings	Notes
	• Begin drafting capability statement	
	• Identify target agencies	
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	• Identify potential networking opportunities	
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3: Finding Opportunities

Basics of Finding Opportunities

State/Local Opportunities

State/local bid opportunities are commonly found on the agency's website. There are hundreds of cities, counties, states, and school district that could be potential customers, making searching for opportunities a daunting task. Registering with an agency may result in them sending you opportunities that fit the procurement codes you registered with; however, this is not always the case.

Federal Opportunities

Federal bid opportunities expected to exceed \$25,000 are required to be posted on SAM.gov. This site allows you to set up custom searches and will alert you when an opportunity matches your criteria.

The federal government also uses other sites to post opportunities; however, opportunities on these sites likely to exceed \$25,000 must still be advertised on SAM.gov:

- **DLA DIBBS** - The Defense Logistics Agency (DLA) Internet Bid Board System (DIBBS) is DLA's primary site for procurements that support combat logistics. It's also the site where most military parts are procured.
- **NECO** - Navy Electronic Commerce Online is a supplementary bid site used by the Navy
- **Unison Marketplace**- This is a reverse auction site used by some government agencies.
- **GSA eBuy**- Opportunities posted here are seen only by companies that hold a GSA schedule contract (see page 27 for more information on GSA schedules).

The South Dakota APEX Accelerator has a BidMatch service that provides you a no-cost once-daily email with customized bid opportunities, saving you time searching for potential bids BidMatch searches thousands of federal, state and local government websites. Ask your APEX counselor to set that up for you.

Subcontracting Opportunities

Subcontracting is a business practice in which a prime contractor (a business that holds the contract directly with the government) outsources part of the contract performance to another business. The prime contractor is fully responsible for the performance of the subcontractor.

Subcontracting is common in the construction industry and for companies that provide components/parts to larger manufacturers, but it can be done in any industry.

Some ways to find subcontracting opportunities include the following:

Marketing to Large Federal Prime Contractors

Large federal prime contractors have requirements to subcontract with small businesses on contracts over \$750,000 (or \$1.5M in construction). They often have “supplier diversity” pages on their websites where you can register to become a supplier, and a “Small Business Liaison Officer” who is in charge of ensuring that the company meets its subcontracting goals. You could connect with them at various small business outreach events.

SBA SubNet

The SBA’s Subcontracting Network System is a database that allows small businesses to search for subcontracting opportunities posted by prime contractors. SubNet has been used by state and local governments, nonprofit organizations, colleges and universities, and even foreign governments to post solicitations and identify small businesses.

✓	Actions/Trainings	Notes
	• Work with APEX Counselor to set up BidMatch	
	• Explore subcontracting	
	•	
	•	
	•	
	•	
	•	
	•	



4: Bid/Proposal Assistance

Writing a Proposal

Writing proposals takes time. There are no templates or shortcuts, as each one must be specifically tailored to include the requested information in the format required by the agency.

The SD APEX Accelerator offers guidance on preparing and submitting bids/proposals. We don't write proposals for companies, but we can offer some valuable insight and teach you proven processes to increase your chances of success.

Bid Thresholds

With some exceptions, governments are required to go through a public bidding process if a procurement is expected to exceed certain dollar thresholds. These thresholds may change, but they currently stand as follows:

Agency	Bid Threshold
Federal Government	• \$25,000
State of South Dakota and State Universities	• \$50,000
Local- Towns/Cities/Counties	• Will vary - \$50,000 +

Procurements under these thresholds may be conducted by the agency soliciting three informal quotes or determining price reasonableness through other methods.

Solicitation Types

The government uses various instruments to gather information and offers from companies.

Request for Proposal (RFP)	Request for Information (RFI)	Request for Quote (RFQ)	Invitation/Request for Bid (IFB/RFB)	Sources Sought Notice (SSN)
Competitive proposal process in which price is not the sole evaluation factor. Often used for services or complex needs.	Agency is seeking data or information so they can develop an informed procurement strategy.	Solicitation method in which agency is seeking a price quote. Often used for purchases under the bid threshold.	Competitive proposal process in which price and price-related factors are the sole determining element.	Used by federal agencies to solicit interest in a project that is under consideration. May also be used to determine if the solicitation could be set aside for a particular socioeconomic group.

Bid/No Bid Considerations

Preparing a bid/proposal is a huge time investment, so you'll want to carefully consider whether or not to pursue an opportunity. Here are some important factors to help you decide whether to submit an offer:

- Is it within your core competencies?
- Do you have past performance in this area?
- Do you have a relationship with the agency?
- Is there an incumbent?
- How long has the incumbent held the contract?
- What competitive advantages do you have?
- What was the previous contract pricing?
- Can your pricing be competitive?
- Can you successfully perform?
- Can you make a profit?
- Can you comply with all the regulations

Proposal Writing Tips

A successful proposal takes careful planning and the ability to articulate how you propose to help the government meet its needs. This can be challenging with due dates and page limitations that are often imposed on proposals, so careful planning is a must. It can be helpful to create a proposal timeline and outline, assign tasks to various team members, and create the overall theme of your proposal before ever putting words on a page.

Understanding your strengths and weaknesses along with those of your competition can help you determine what to highlight in your proposal. A common mistake in many proposals is highlighting a feature without explaining the benefit of that feature. This can lead readers to wonder ... "so what?"

There is no template for a winning proposal. Each one should be written to address the specific needs of the agency. There are, however, some tips and tricks that can help elevate your proposal to the next level:

1. Read the proposal several times through to have a full understanding of what the agency is looking for, and ask questions during the question-and-answer period if something is unclear.
2. Identify the evaluation factors listed in the RFP and ensure the proposal addresses each factor.
3. Always include an executive summary giving the reader a brief overview of your proposal.
4. Focus on the agency and how you propose to solve their problems, rather than focusing solely on your company.
5. Make your point first and then explain it.
6. Be efficient, and convey more thoughts with fewer words.
7. Support your facts with statistics and reasons.
8. Use graphics, but sparingly. Any graphic you use should emphasize a point.
9. Ask an editor or your APEX counselor to review your proposal before submission.
10. Use simple and short declarative sentences. Avoid trite claims like "world class," "best of breed," "exceptionally," "uniquely"—especially if you can't prove it!
11. Avoid overblown statements: "Collectively, the experience of the company's staff exceeds 'x' person years."
12. Use "we," "us," and "our" in simple, declarative sentences ("We will deliver 'X' by [date].").
13. Use simple language appropriate to the reader. Write to express, not impress.

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



5: Post-Award Assistance

How to Perform on Awarded Government Contracts

What happens after a company is awarded a government contract plays a vital role in future contracting success. Government agencies prefer to work with reliable suppliers, so they'll be watching your performance closely and documenting it to use in future contracting decisions. Companies that successfully perform on their awarded government contracts achieve excellent performance ratings and improve the likelihood that they'll be selected for future government contracting opportunities.

The South Dakota APEX team provides post-award assistance to help companies understand what's needed to be successful and continue selling products or services to the government over the long term. We can do the following:

- Provide education on contract administration
- Counsel clients about post-award performance and regulation compliance in areas such as production, quality systems, accounting system requirements, contract payments, transportation, packaging, and property
- Assist with interpretation of the specifications and requirements contained in prime contracts or subcontracts
- Guide companies on implementing subcontracting goals
- Explain specialized systems such as Wide Area Workflow (WAWF) and other Electronic Business systems

Notes

[illegible]



6: Advanced Contracting Services

The South Dakota APEX counselors are ready to assist you through your entire government contracting journey. This will include working on various post-award and advanced contracting services. When you are ready, you can discuss the following opportunities with your APEX counselor and see how they could benefit your business.

Mentor/Protégé Programs

Experienced contractors with good standing in the federal marketplace can serve as mentors to small businesses known as protégés. The intent of these programs is to grow the capabilities of small businesses. Mentors and protégés mutually benefit from these programs—mentors may earn credit in the source selection/evaluation criteria process for their participation, receive post-award subcontracting plan credit, or gain access to small business set-aside contracts through their protégé; and protégés receive valuable guidance in predetermined business areas from experienced contractors, giving contracting officers additional confidence in the protégé's ability to successfully perform a contract.

Teaming/Joint Ventures

Teaming is similar to subcontracting when it comes to government contract set-asides. An example of this would be if a small business was meeting a set-aside requirement while serving as a prime contractor and then subcontracted a substantial portion of the work to another business. These teaming agreements are often set up before the bidding process begins, and the team works together on their bid/proposal. In this case, the buyer would be made aware of this teaming agreement prior to the bid/proposal submission. Joint ventures occur when two or more companies form a new legal entity and work together to jointly perform a government contract. This arrangement benefits both companies because they can each gain past performance as a prime contractor.

GSA Schedule Contracts

GSA schedule contracts are long-term prenegotiated contracts made available for all government agencies to use. They are meant to provide government agencies with a streamlined method to procure goods/services with volume-discounted pricing. Although GSA schedule contracts are primarily used to sell to federal agencies, in certain circumstances they can also be used to sell to state and local governments.

SBIR/STTR

The Small Business Innovation Research (SBIR) program is a highly competitive system that encourages domestic small businesses to engage in federal research/research and development (R/R&D) that has the potential for commercialization. Through a competitive awards-based program, SBIR enables small businesses to explore their technological potential and provides the incentive to profit from its commercialization. By including qualified small businesses in the nation's R&D arena, high-tech innovation is stimulated and the United States gains entrepreneurial spirit as it meets its specific R&D needs.

The Small Business Technology Transfer (STTR) is another program that expands funding opportunities in the federal innovation R&D arena. Central to the program is expansion of the public/private sector partnership to include the joint venture opportunities for small businesses and nonprofit research institutions. The unique feature of the STTR program is the requirement for the small business to formally collaborate with a research institution in Phase I and Phase II. The STTR's most important role is to bridge the gap between performance of basic science and commercialization of resulting innovations.

DIBBS/Manufacturing

The DLA Internet Board System (DIBBS) is the main web platform through the Defense Logistics Agency (DLA) through which procurements are conducted. The DIBBS provides access to 85% of the DLA's solicitations supporting America's combat logistics. Food, uniforms, medical supplies, fuel, energy, construction, and barrier equipment are some of the consumable items it supports, along with the majority of military parts

Small Business Certification Overview

Socioeconomic Status	Eligibility Requirements	Certification Process
Small Business	• Be for-profit business of any legal structure • Be independently owned and operated • Not be nationally dominant in its field • Be physically located and operate in the United States • Meet small business size standards as determined by the company's NAICS code	Self-certification • Completed in SAM.gov
Women-Owned Small Business (WOSB) Economically Disadvantaged Women-Owned Small Business (EDWOSB)	• Be a small business as defined by SBA size standard • At least 51% owned and controlled by women who are U.S. citizens • Women must manage day-to-day operations and make long-term decisions for company • Additional requirements for EDWOSB: personal net worth less than \$850,000; have \$400,000 or less in adjusted gross income averaged over the previous three years; and have \$6.5 million or less in personal assets Website: https://certifications.sba.gov/	SBA Certification • Application submitted via website Third-party Certification • There are four organizations approved by SBA to provide third-party certification • A list of these organizations can be found on the SBA website • Certificates from these organizations also need to be uploaded to the website

Socioeconomic Status	Eligibility Requirements	Certification Process
Historically Underutilized Business Zone (HUBZone)	• Be a small business as defined by the SBA size standards • At least 51% owned and controlled by U.S. citizens • Have its principal office located in a HUBZone • At least 35% of employees live in a HUBZone map website: https://maps.certify.sba.gov/hubzone/map#center=39.828200,-98.579500&zoom=5	SBA Certification • Application submitted via website Website: https://certifications.sba.gov/
Service-Disabled Veteran-Owned Small Business (SDVOSB) Veteran-Owned Small Business (VOSB)	• Be a small business as defined by SBA size standard • At least 51% owned and controlled by one or more service-disabled veteran/veteran who are U.S. citizens • service-disabled veteran/veteran must manage day-to-day operations and make long-term decisions for company • Eligible veterans must have a service-connected disability Website: https://certifications.sba.gov/	SBA Certification • Application submitted via website

Socioeconomic Status	Eligibility Requirements	Certification Process
Small Disadvantaged Business (SDB) 8(a) Program	• Be a small business as defined by SBA size standard • At least 51% owned and controlled by U.S. citizens who are economically and socially disadvantaged • Owned by someone whose personal net worth is less than \$850,000; have \$400,000 or less in adjusted gross income averaged over the previous three years; and have \$6.5 million or less in personal assets • Owner must manage day-to-day operations and make long-term decisions for company • All principals must demonstrate good character • Show potential for success and be able to perform successfully on contracts • Have not previously participated in 8(a) program Website: https://certifications.sba.gov/	SBA Certification • Application submitted via website

Acronyms

BAA	Broad Agency Announcement
BPA	Blanket Purchase Agreement
CAGE	Commercial and Government Entity
CFR	Code of Federal Regulation
CMMC	Cybersecurity Maturity Model Certification
CMR	Commercial Market Representatives
CO/KO	Contracting Officer
COR	Contracting Officer's Representative
COTR	Contracting Officer Technical Representative
CPARS	Contractor Performance Assessment Reports System
DBE	Disadvantage
DCAA	Defense Contract Audit Agency
DCMA	Defense Contract Management Agency
DIBBS	DLA Internet Bid Board System
DFARS	Defense Federal Acquisition Regulation Supplement
DFAS	Defense Finance and Accounting Service
DLA	Defense Logistics Agency
DoD	Department of Defense
DSBS	Dynamic Small Business Search
eSRS	electronic Subcontracting Reporting System
EDWOSB	Economically Disadvantaged Women Owned Small Business
EIN	Employer Identification Number (IRS)
FAPIS	Federal Awardee Performance and Integrity Information System
FAR	Federal Acquisition Regulation
FPDS	Federal Procurement Data System
FSC	Federal Supply Codes
FSS	Federal Supply Schedule
GSA	General Service Administration
GWAC	Governmentwide Acquisition Contract
HUBZone	Historically Underutilized Business Zone
IDIQ	Indefinite Delivery Indefinite Quantity
IFB	Information for Bid
JV	Joint Venture
LPTA	Lowest Price Technically Acceptable
NAICS	North American Industrial Classification System
NIGP	The National Institute of Government Purchasing
NECO	Navy Electronic Commerce Online
OSDBU	Office of Small Disadvantaged Business Utilization
OTA	Other Transaction Authority

Acronyms

PCR	Procurement Center Representative
PIEE	Procurement Integrated Enterprise Environment
PSC	Product Service Code
PWS	Performance Work Statement
RFB	Request for Bid
RFI	Request for Information
RFP	Request for Proposal
RFQ	Request for Quote
SAM	System for Award Management
SAP	Simplified Acquisition Procedures
SAT	Simplified Acquisition Threshold
SB	Small Business
SDB	Small Disadvantaged Business
SBA	Small Business Administration
SBDC	Small Business Development Center
SBLO	Small Business Liaison Officer
SBIR	Small Business Innovation Research
SDVOB	Service Disabled Veteran Owned Small Business
SF	Standard Form
SOW	Statement of Work
SSN	Sources Sought Notice
STTR	Small Business Technology Transfer
T&C	Terms & Conditions
T&M	Time & Materials
UEI	Unique Entity Identifier
VOSB	Veteran Owned Small Business
WOSB	Women Owned Small Business
WAWF	Wide Area WorkFlow

****Ask about the resource page to be emailed to you for a link to all the resources available (websites).**