



# The Federal Marketplace

*Presented by  
Greg Warrick*



# Government Marketplace

- The U.S. Government is the world's largest user of services and products
- \$1.5 Trillion in Discretionary Spending in 2014
- Multiple channels for entry: Micro purchasing, GSA contracts and strategic partners
- Niche market with unique challenges for the uninitiated

# Getting Started

- Register Your Company on SAM
- Review Previously Awarded Government Contracts for similar products or services
- Determine Differentiator of Your Products, or Service vs. Competitors
- Complete Competitive Analysis
- Determine Appropriate Contracting Vehicles for Your Product or Service

# The Barriers

- GWAC, MAS, POC, GOCO, FAR, DFAR, TAA and much, much more
- Confusing Organizational Charts
- Understanding all the steps and the Right Sequence for Performance
- Large Amount of Paper Work just to Get Started

# Understanding the Market

- Ascertain the potential value of your products or services to government clients
- Identify prospective government agencies most in need of your solutions
- Develop the tactics and strategies for successful marketplace introduction
- Test your Market Proposition with select government agencies.

# Registering Your Company on SAM

- Go to SAM.GOV and Complete the Registration
  - Requires your Duns Number
  - Information on Company
  - Key Individuals with contact info
  - Business Status Certifications
  - NAICS codes

# Review Previous Awards

- Go to FPDS.GOV
  - Perform Key Word Search-Use numerous key words
  - Sortable by Date of Award and other criteria
  - Ability to view contract info and purchase info.
  - Use for direct sell and through prime vendors

# Competitive Analysis

- Differentiators from Competition
  - Price
  - Quality
  - Features and Benefits (meets mil specs, etc.)
  - Delivery Time
  - Past Performance
  - Special Considerations
  - Economic Status (sm



# Advantages of Contracting Vehicles

## ■ Government

- **Does not require advertising potential award**
- **Less Paperwork required**
- **Contractors have already been vetted for doing business with the government**
- **Quicker Turnaround**
- **Less Expensive for Review**
- **Lower risk to agency of non or poor performance**

## ■ Contractor

- **Limited competition**
- **Less Costly to place bid**
- **Quicker decision**

# Government Award Criteria

- **General Contract Awards**

- Government Credit Cards up to \$3,000
- 3 bids up to \$25,000
- All others advertise and Full and Open Competition

- **GSA**

- Competition from within appropriate Schedule
- Award up to 250k to 1m depending on SIN.
- Others Not Able to Protest.

# Barriers to Government Contracts

- **Past Performance**

- Contracting Officers are risk adverse
- Tenancy to award contracts to previous contractors if performance was adequate

- **Lack of Knowledge on Government Contracting**

- Specialty category difficult for the uninitiated

- **Paperwork**

- More paperwork and time to complete than nongovernment contracts.

# GSA Federal Supply Schedule

- Total Sales GSA Schedules 2014 32.8 Billion

- Examples of Schedule Purchases:

▫ Schedule 70 IT	14.2 Billion
▫ Schedule 84 Security	1.5 Billion
▫ Schedule 871 Engineering	2.6 Billion
▫ Schedule 874 MOBIS	4.0 Billion

# GSA Federal Supply Schedule

- The Government Buys Everything the Private Sector Buys
  - Goods
  - Services
  
- How they buy
  - Micro purchase (under 3,000)
  - Full and Open Competition
  - GSA Schedule
  - Other Contract Vehicles

# GSA Micro Purchase

- Under \$3,000
- Uses Government Credit Card
- Competition Not Required-Open Market Purchase
- Usually get 3 quotes for price comparison and justification

# Full and Open Competition

- Requires Pre-bid Notification announcement in FedBizOpps.gov
- Unrestricted or terms of restriction listed in the announcement
- Extensive Proposal Required
- Used for contracts without restrictions, unique request that no source is known, most construction projects, etc.

# GSA Schedule

- Limited to vendors with GSA MAS Contracts
- Amounts of \$250,000 to \$1,000,000 per call depending on SIN
- Limited Paperwork (Quote instead of Bid)
- Shorter turn around for award: 90-120 days vs. 12-months for full and open



# MAS AWARDS

- Similar to GSA in requires proposal to get on bidders list
- Project Quotes off of Task Orders
- Limited Paperwork
- Reference Terms for MAS

DOD-GWACS-Navy Seaport-DOI GovWorks

DHS Eagle-DOC-NextGen

# How The Government Purchases

- Same as Corporation but with more paperwork
- Look for quality, history, dependability
- Resistant to change; prefer dealing with companies they have dealt with in the past and choose big names because they are risk averse
- Look for contract vehicles to simplify the purchasing process

# How To Sell to the Government

- Register with SAM and other steps discussed earlier in getting started.
- Make it easy for them to buy from you. Get a schedule or certification that limits competition
- Get to know the potential buyer and more important make sure they know you.
- Give them a reason to buy from you.

# Questions and Answers

THANK YOU FOR YOUR PARTICIPATION