



Procurement Technical Assistance Center (PTAC)

Marketing to Federal Agencies

Agenda

- Overview of Idaho PTAC
- Market Research
- Capabilities Statements
- Sources Sought Notices
- Dynamic Small Business Search
- Next Steps
- Q & A

Overview of Idaho PTAC



Procurement Technical Assistance Center

Idaho PTAC Program

The goal of the Idaho PTAC is to educate Idaho Businesses on the opportunities to sell to government agencies and prime contractors; and assist them in successfully completing the procurement process. We accomplish this through:

- Finding opportunities to bid
- Interpreting solicitations and regulations
- Certifications and registrations
- Marketing to government buyers
 - and much more

Market Research

- Know your competition
 - Who are your competitors?
 - Who are potential future customers buying from now?
 - What are their strengths and weaknesses?
 - How is your business different or better?
 - Why will customers buy from you?
 - Consider the following:
 - How are they similar to your business?
 - How long have they been in business?
 - How does their quality and pricing compare?
 - How do their customers buy from them?
 - Who else do they sell to?

Market Research

- What contracts have been awarded in the past?
 - www.usaspending.gov or www.fpds.gov
- Who is registered to sell to the government?
 - www.sam.gov, <http://dsbs.sba.gov> and <https://iupdate.dnb.com>
- Who has a GSA Federal Supply Schedule?
 - www.gsa.gov
- Who is successful on GSA Federal Supply Schedule?
 - <https://ssq.gsa.gov>
- Who won recent awards? What agencies hope to buy in the future?
 - www.fbo.gov
- Who else do they sell

Capabilities Statement

- What is a Capabilities Statement?
 - Marketing Tool
 - Resume for you business
 - Concise overview of qualifications & experiences
 - Demonstrates your distinctive competencies
 - Provides essential information to customers and partners
 - Clearly shows why you are a "fit" for the customer
 - Used to compare you with other vendors

Capabilities Statement

- What else can a Capabilities Statement do?
 - Information can be valuable when used in brochures, websites, and other promotional literature.
 - When you add information about awards, certifications, and clients; the Capabilities statement can:
 - Create a sense of trust
 - Show maturity of your business
 - Demonstrate capabilities

Capabilities Statement

- Attributes of a strong Capabilities Statement
 - Professional Appearance
 - Customer's First Impression
 - Company logos & color – reinforce branding
 - Succinct
 - Focus on strengths & core capabilities
 - Easy to quickly scan (1-2 pages)
 - Bullets/short sentences/tables
 - Watch use of acronyms & industry jargon
 - Tailored
 - Modify for specific opportunities or audiences
 - Include additional information for government buyers
 - Continuously Update

Capabilities Statement

- Putting your Capabilities Statement to work!
 - Use as follow-up after phone calls, appointment, etc
 - Use as a take-away with your “elevator speech”
 - Distribute to buyers/potential customers
 - Small Business Utilization Officer, Small Business Liaison Officer,
 - End User, Primes, etc
 - Include in proposals
 - Website and PDF
 - Tradeshows, meeting, and events

Sources Sought

- What is a Sources Sought Notice?
 - Market research conducted by the government to determine the capabilities and interests of the market place.
 - It is not an actual proposal solicitation
 - No contract will be awarded
 - Follow specific instructions, if none given, provide capabilities statement
 - Watch for solicitation

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Sources Sought

- Sources Sought Notice Response
 - Carefully read the notice
 - Mirror the language
 - Follow format provided, pull information from capabilities statement
 - Watch for solicitation
 - PTAC has capabilities to brief sources sought and help with response if needed
 - Watch for solicitation to open on www.fbo.gov or our daily bid match message

DSBS

SBA Search Results

Table Listing, where

the profile location is in: Idaho;
the profile's status is Active;
and randomized by original start time of search: 2015-03-10 02:44:08 PM.

Data validation took 0.01 seconds. The count and search queries took 1.95 seconds and 3.08 seconds, respectively.

Displaying profiles 1 - 25 (of 2,309 profiles matching criteria):

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capabilities Narrative
1	MILLER, MICHAEL T PRODUCTION SERVICES	MICHAEL MILLER	2623 S INGLEWOOD RD BOISE, ID 83705-3016	
2	FRED'S PLUMBING, INC. Fred's Plumbing	Fred LeClair	2955 W DAKOTA AVE HAYDEN, ID 83835-0000	
3	KEN'S BICYCLE WAREHOUSE, INC	KENNETH R SNIDER	10470 OVERLAND RD BOISE, ID 83709-1433	
4	MICRIST ENVIRONMENTAL RESOURCE	Michael D Thomas	7045 E GRETA AVE POST FALLS, ID 83854-8004	Environmental training provider, specializing in asbestos, lead, and HAZWOPER
5	FERGUSON VALLEY FARMS, LLC	DANNY G Ferguson	4271 E CTY LINE RIGBY, ID 83442-5866	

DSBS

msn x SBA - SBA Profile x

dsbs.sba.gov/dsbs/search/dsp_profile.cfm?RequestTimeout=60&DUNS=791923860

Apps MSN.com Home - Federal Busi... System for Award M... PT Assist Yahoo! DRUDGE REPORT 20... Product Service Cod... FARSite (Federal Ac...

Skip Navigation Accessibility Options

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SBA Profile

Read

([Back to Profile List](#), or use Back button)

Identification, Location & Contacts

This profile was last updated:	12/10/2014
Status:	Active
User ID:	P1108881
Name of Firm:	Church, Jimmy
Trade Name ("Doing Business As ..."):	Jim's Bobcat Service
DUNS Number:	791923860
Parent DUNS Number:	
Address, line 1:	445 Moose Mountain
Address, line 2:	
City:	Kingston
State:	ID
Zip:	83839-6003
Phone Number:	208-659-0963
Fax Number:	208-682-9801
E-mail Address:	jimSbobcat1@gmail.com
WWW Page:	
E-Mail (electronic mail selling firm's products):	

DSBS

- Free marketing tool
- Used by COs to search for small business to potentially respond to RFP/RFQ
- Used by your competitors to do their market research
- Used by Large Primes to find potential sub-contactors

Next Steps

- Ok, so now you've got all this information and you wondering, what do I do next?
- Here are some suggestions to help you along the way.

Small Business Specialists

- Find small business specialists www.osdbu.gov
- Do your market research – be as knowledgeable as possible
- Communicate your firm's value proposition
 - How can you solve the agency's problems?
 - What unique solutions have you provided to other customers?
 - Can you help that agency or prime meet their small business goals?
- Be patient and nice
- Use your interactions as an opportunity to learn
- Don't ask them for a contact!

Start Networking

- Attend events such as the Idaho Business Opportunity Conference
- Get involved with industry associations
- Register with prime contractors, attend their outreach events and other events they attend
- Attend pre-bid conferences and site visits



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