

DC OFFICE OF CONTRACTING AND PROCUREMENT

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# DC BUYS

REVERSE VENDOR TRADE FAIR

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**Strategies for Success  
When Bidding for a DC  
Government Contract**



# Introduction to the DC Procurement Technical Assistance Center (DC PTAC) and Tips for Marketing to the Government

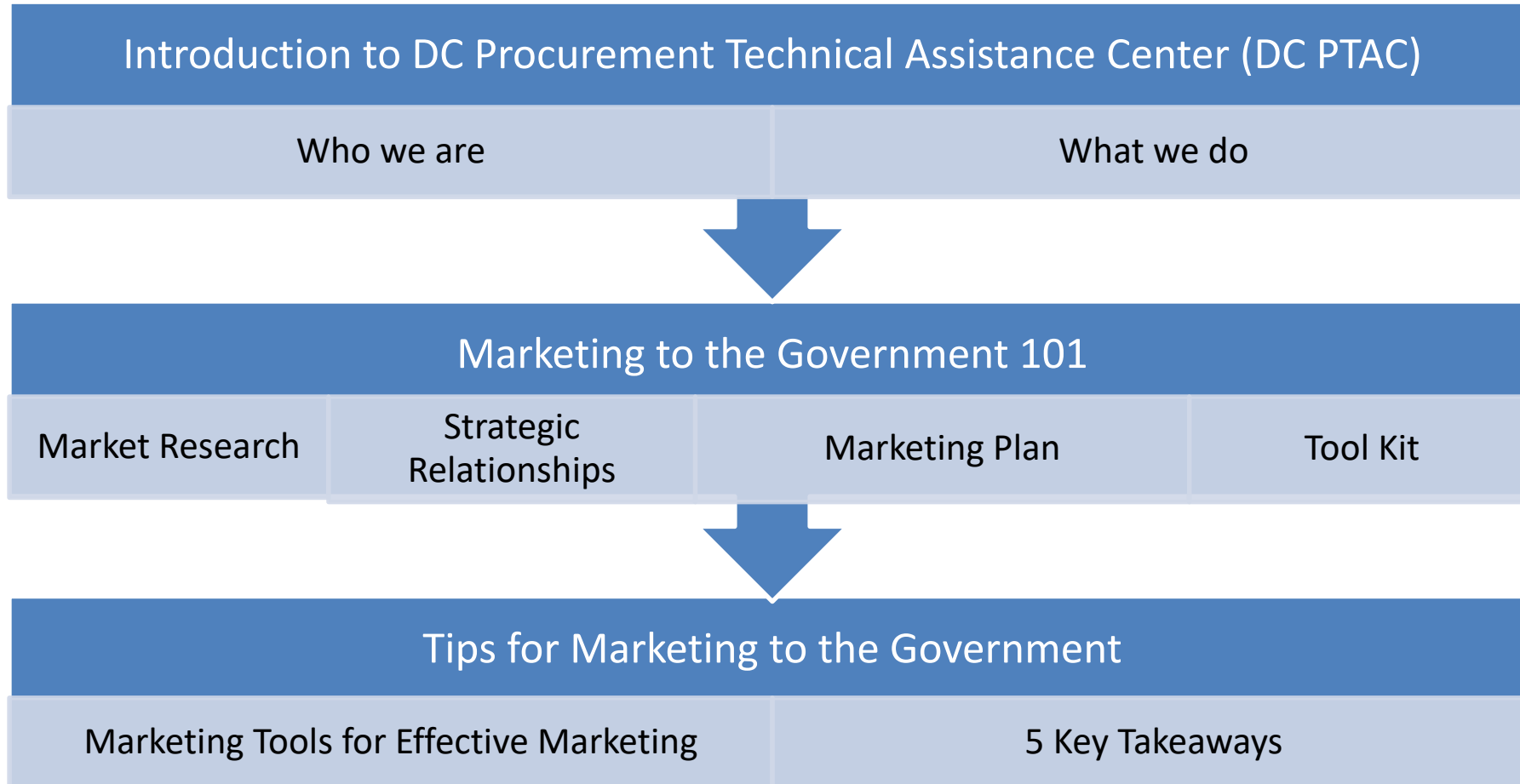


**Presented by: Sheila Edmondson, Procurement Technical Assistance  
Specialist  
DC PTAC**

441 4th Street, NW, Suite 850N Washington, DC 20001 • [www.dslbd.dc.gov](http://www.dslbd.dc.gov)



# Overview



# DC PTAC: Who we are...

DC PTAC offers District of Columbia based businesses personalized counseling and competitive insight for navigating the government procurement process successfully.

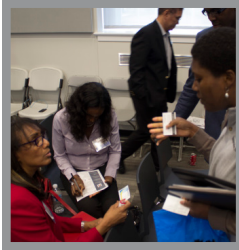
DC PTAC is a program of the District of Columbia Department of Small and Local Business Development (DSLBD)

The Procurement Technical Assistance Program (PTAP) is authorized by Congress and administered by the Department of Defense to increase the number of procurement ready businesses competing in the government marketplace

PTACs reflect the needs, priorities and resources of the areas they serve



# DC PTAC: What we do...



## OUTREACH

Matchmaking  
Events  
PTAC  
Presentations  
Conferences  
Trade Shows



## EDUCATION

Training  
Workshops  
Information  
Sessions  
Meet &  
Greets  
Webinars



## CERTIFICATION ASSISTANCE

VA CVE  
SBA 8(a)  
SBA SDVOSB  
SBA EDWOSB  
SAM



## MARKETING

Research  
Bid Matching  
Marketing  
Plan  
Assistance  
GSA  
Schedule  
Preparation  
Assistance  
Strategic  
Partnership  
Development  
Small Business  
Training



## PRE-CONTRACT MANAGEMENT

Solicitation  
Reviews  
Proposal  
Review  
Assistance  
Subcontracting  
Assistance



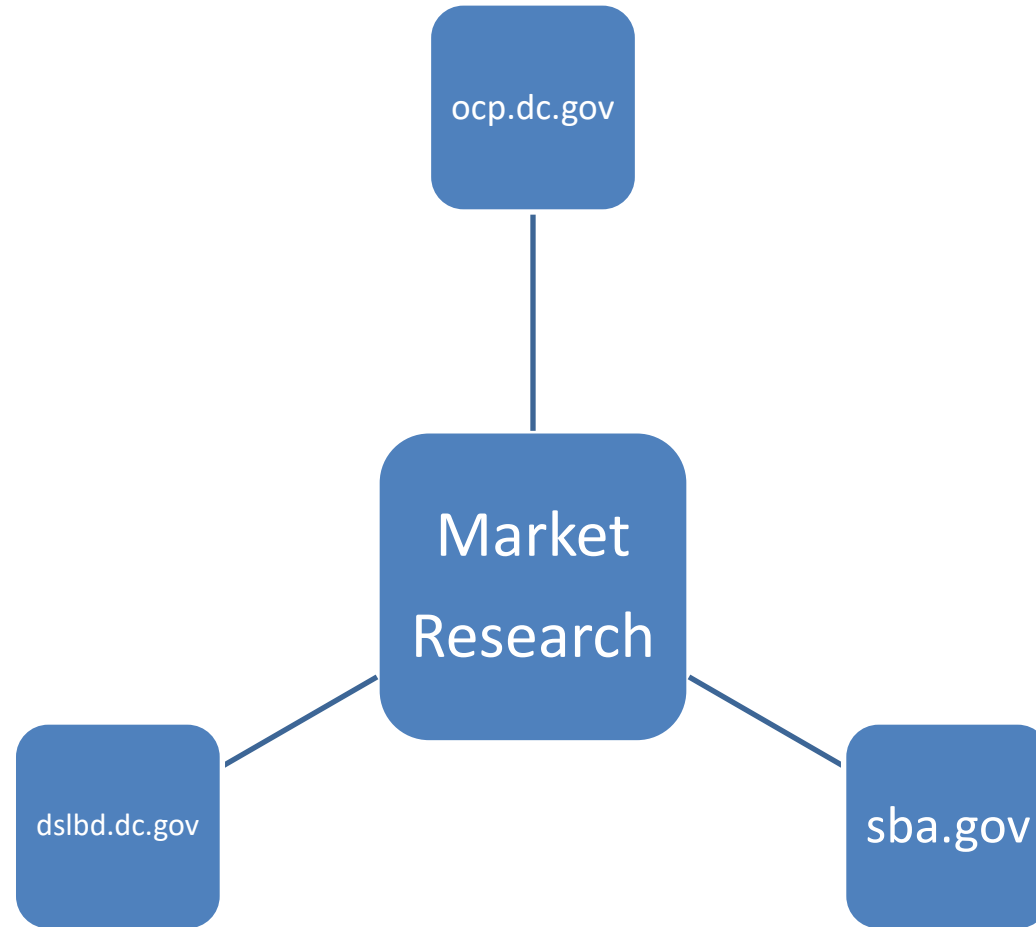
## POST CONTRACT AWARD

Contract  
Review  
Compliance

# Marketing to the Government 101



# Marketing to the Government 101



# Strategic Relationships

Increase Competitiveness and Opportunities

Leverage Relationships and/or Intelligence

Access to Resources

Certifications, Contracting Vehicles, and/or Set-Aside Status

Access to Past Performance

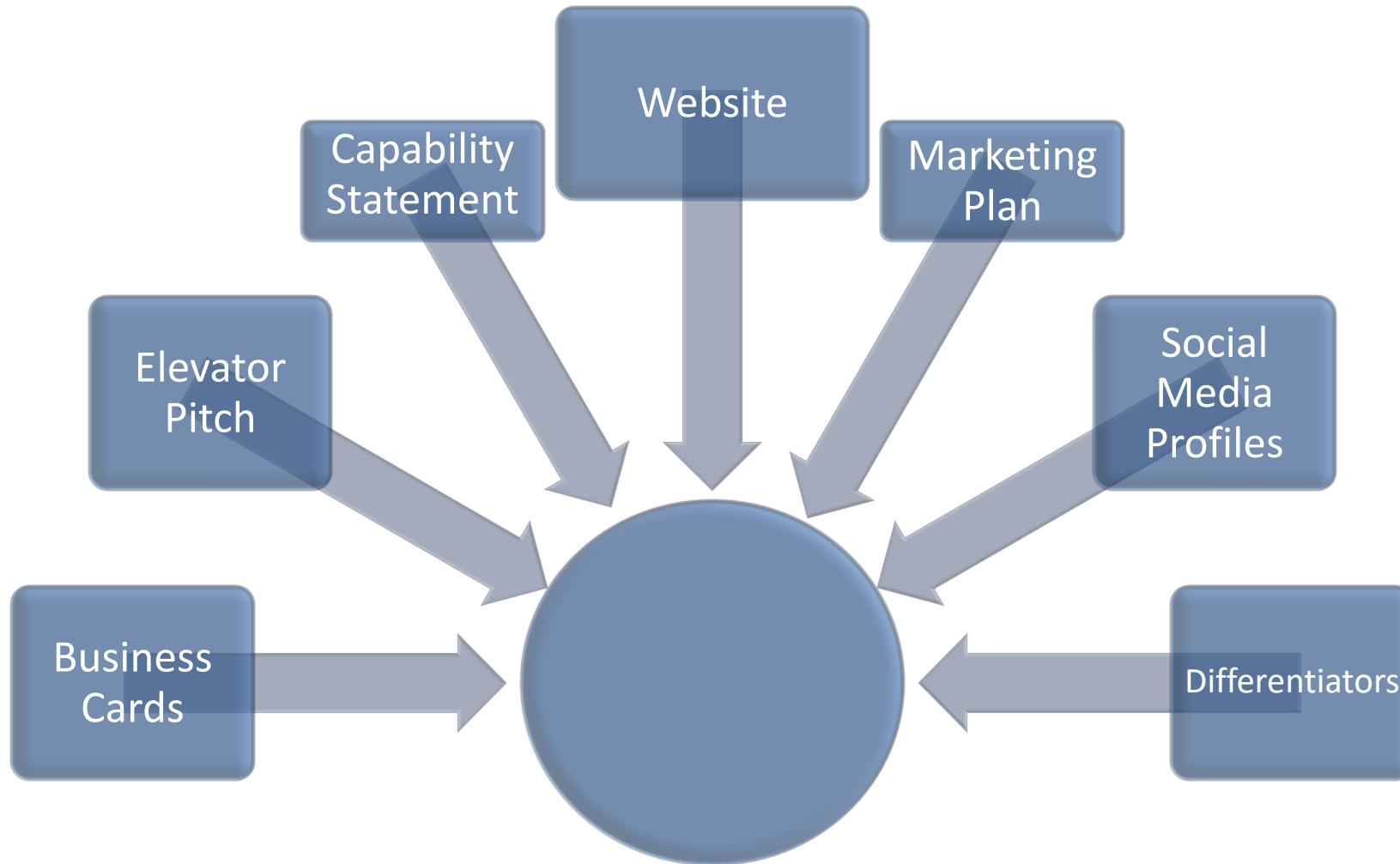
Knowledge Access

Reduce Costs and Risks

Meet Small Business Subcontracting Goals



# Marketing Tool Kit



# Tips for Marketing to the Government

Knowledge of Government Regulations, Mandates, Initiatives

Study Target Agency Mission, Forecast, Historical Purchases

Maintain a Focused, Consistent Branded Communications

Cultivate Strategic Relationships

Register in Relevant Databases

Utilize OCP Ombudsman

Utilize Your Local PTAC

# Let's Review!

- ✓ **Research is Critical!**
- ✓ **Cultivate Key Stakeholder Relationships**
- ✓ **Market Consistently Using Government Centric Messaging**
- ✓ **Register in Relevant Government and Prime Databases**
- ✓ **Prepare Your Business to Manage Contracts**
- ✓ **Leverage Your Advocates**

# DCPTAC Team

DCPTAC TEAM	EMAIL	PHONE NUMBER
Milton Goodman Program Manager	<a href="mailto:milton.goodman@dc.gov">milton.goodman@dc.gov</a>	202-727-3900
Sheila Edmondson Procurement Technical Assistance Specialist	<a href="mailto:sheila.edmondson@dc.gov">sheila.edmondson@dc.gov</a>	202-727-3900
Earl R. King, SR Business Procurement Specialist	<a href="mailto:earl.king@dc.gov">earl.king@dc.gov</a>	202-727-3900
Venessa Kadiri Procurement Technical Assistance Specialist	<a href="mailto:Venessa.kadiri@dc.gov">Venessa.kadiri@dc.gov</a>	202-727-3900
Michelle Harris Intake Coordinator	<a href="mailto:michelle.harris2@dc.gov">michelle.harris2@dc.gov</a>	202-727-3900
	<b>Contact a DCPTAC team member today!</b>	



# HOW TO BE A BETTER BIDDER

# BE AN INFORMED BIDDER OR OFFEROR

- Know the statutes, regulations, and policies of the jurisdiction
- Learn what is important to the jurisdiction (budget, savings, preference programs)
- Understand the differences between public sector and private sector procurement

# READ AND UNDERSTAND

- .....the complete solicitation
- .....any attachments
- .....instructions for submitting bid or proposal (paper or electronic submission)
- .....any certifications that are required

# IFB vs. RFP

## Invitation for Bids

- Award based on lowest price or lowest evaluated price
- Lowest responsive and responsible bidder receives award

## Request for Proposals

- Award based on evaluation of proposals in accordance with stated technical, experience, or price evaluation criteria
- Generally award to highest ranked, responsible offeror



# COMPLY WITH INSTRUCTIONS

- Complete all certifications
- Sign all documents on which signature required
- Complete all checklists
- Submit all required documents or information, such as bid bond, correct number of copies, descriptive literature, bid samples

# MEET SOLICITATION DEADLINES

- Failure to submit bid or proposal on time may be fatal (unless government at fault)
- Burden on bidder or offeror to allow sufficient time (no less than 48 hours) for upload of required documents and submittal of response in the e-Sourcing system
- Submit any additional information, such as responsibility information, within designated timeframe

# GENERAL TIPS

## Neatness Counts

- In IFB, bid may be nonresponsive if there are so many corrections or scratch-outs that cannot determine actual bid price
- In RFP, organization is important so proposal is clear as to what is being offered and how evaluation criteria are met

## Quantity Is Not Everything

- In IFB, any document submitted with bid will count towards responsiveness
- For RFPs, multiple glossy brochures and boilerplate submissions are not desired and detract from overall content of proposal

# GENERAL TIPS (CONT.)

## Check Your Work

- Eliminate typos, grammatical errors, incorrect section numbers
- Make sure your math is correct (total amounts, extension of unit prices)
- Include all elements of pricing in your bid as corrections may not be allowed

## Understand Electronic Bidding Requirements

- Allow sufficient time to register as a vendor in the electronic system
- Keep your registration up-to-date with current email addresses and contact persons
- Pay attention to required formats and size limitations

# AVOID ASSUMPTIONS AND COMPLACENCY

- Don't assume that the government knows everything about your product or solution, especially if you are the incumbent
- Avoid thinking that you “know” what the government wants even though the solicitation says something different
- If you have questions, or solicitation is ambiguous or inconsistent, don't ignore the issues and think that it will all be worked out after award

# LAST THOUGHT

Above all, respect the integrity of the procurement process so that there can be a robust competition that results in the government obtaining the goods or services it needs at a fair and reasonable price

# QUESTIONS & ANSWERS