DC BUYS
REVERSE VENDOR TRADE FAIR

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
Overview

Introduction to DC Procurement Technical Assistance Center (DC PTAC)

Who we are
What we do

Marketing to the Government 101

Market Research
Strategic Relationships
Marketing Plan
Tool Kit

Tips for Marketing to the Government

Marketing Tools for Effective Marketing
5 Key Takeaways
**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 EDVOSB
- 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

DC PTAC
DEPT. OF SMALL & LOCAL BUSINESS DEVELOPMENT
Marketing to the Government 101

- Market Research
- Strategic Relationships
- Marketing Tool Kit
- Marketing Tips
Marketing to the Government 101

Market Research

ocp.dc.gov

dslbd.dc.gov

sba.gov
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
## Tips for Marketing to the Government

<table>
<thead>
<tr>
<th>Knowledge of Government Regulations, Mandates, Initiatives</th>
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<tr>
<td>Study Target Agency Mission, Forecast, Historical Purchases</td>
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<td>Maintain a Focused, Consistent Branded Communications</td>
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<td>Cultivate Strategic Relationships</td>
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<td>Register in Relevant Databases</td>
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<tr>
<td>Utilize OCP Ombudsman</td>
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<td>Utilize Your Local PTAC</td>
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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
<table>
<thead>
<tr>
<th>DCPTAC TEAM</th>
<th>EMAIL</th>
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<td>Intake Coordinator</td>
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<td>Contact a DCPTAC team member today</td>
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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