

Selling to the Federal Government

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Session Take-aways

- 1) Help you make the decision if it makes sense to pursue federal business
- 2) Introduce you to the First steps
 - a. Visit www.CCR.gov – Get your company registered
 - b. Visit www.business.gov
 - c. Visit GSA www.GSA.gov - Start your GSA schedule process
 - d. Visit Fed Biz Ops www.FBO.gov for opportunities
 - e. OSDDBU www.osdbu.gov/offices.html for set-asides & contacts
 - f. Develop Government Marketing Materials
 - g. Develop Capabilities Statement
- 3) Help you manage your expectations of success

Criteria for establishing a federal presence

You need a contract vehicle (ticket to the dance)
You must dedicate resources – sales, estimating & admin
You must allow 24 months to gain traction
You should expect 36 -48 months to reach ROI
You will need persistence and perseverance

If it were fast, easy & cheap everyone would be doing it.

There is significant opportunity for companies that manage their own expectations and can persevere.

Your path to Success...

Manage your expectations
Make the decision to be persistent and persevere
Establish a federal business strategy to deal exclusively with government sector
Develop your contract vehicle (usually GSA to start)
 Dedicate the internal resources, the faster this gets done, the faster you can play
Create and fund your budget for sales and marketing
Create or hire your Federal Sales manager/VP and assign resources
 Create government centric marketing materials
 Develop Capabilities Statement
 Target agencies for proactive focus
 Identify key contacts within agencies
 Identify key prime contract holders for teaming agreements
Provide personnel for face-to-face relationship development
Leverage existing relationships for connections
Find and stalk key-level decision makers
Identify resources to discover and pursue leads
Research and assign winnable opportunities

Committing bid resources

Administrative Support

- Understand bid parameters and deliverables
- Coordinate internal and external resources
- Monitor and manage progress

Bid review

- Scope
- Question development
- Changes to scope

Bid creation

Technical proposal development and review

Bid submission

Post Bid

Win/Loss review

- FOIA request

Process improvement

- Review your assumptions from start to finish (chances are you were wrong)
- Review your approach
- Review and adjust your internal support
- Revisit your internal energy- stay the course

About your target customer

Risk averse

They are busy, or at least they think they are

Not willing to train you on their processes & how they work or how to meet requirements

How government purchasers weed you out...

- 1) Don't Know You
- 2) Don't Like You
- 3) No Schedule
- 4) No Government Experience
- 5) Low Level of Past Performance

Government decision makers buy
the same way you and I do...

On Value

Make yourself valuable to them!

They like easy decisions...

- 1) People they know and like
- 2) People who understand their process & procedures
- 3) People that help them meet a requirement (minority, service disabled vet, small business)
- 4) People who meet to the current need (technically) You have to be able to effectively articulate your product or service offering in congruence to the SOW (Scope of Work)

Make it easy for them to take that piece of paper and
Move it from the in box to the out box - with AWARDED & your name on it.

03FAC	Facilities Maintenance and Management
23 V	Vehicular Multiple Award Schedule
26 I	Pneumatic Tires New for Passenger Vehicles; New and Retread for Light Trucks, Medium Trucks, and Buses
36	The Office, Imaging and Document Solutions—Office Equipment Products and Services, and Document Management Products and Services
48	Transportation, Delivery and Relocation Solutions (TDRS)
51 V	Hardware SuperStore
520	FINANCIAL AND BUSINESS SOLUTIONS (FABS)
56	Buildings and Building Materials/Industrial Services and Supplies
58 I	Professional Audio/Video, Telecommunications, and Security Solutions
599	Travel Services Solutions
621 I	Professional Medical Healthcare Services
621 II	Medical Lab Testing and Analysis
65 I B	Pharmaceuticals and Drugs
65 II A	Medical Equipment and Supplies
65 II C	Dental Equipment and Supplies
65 II F	Patient Mobility Devices (including Wheelchairs, Scooters, Walkers, etc.)
65 V A	X-Ray Equipment and Supplies (including Medical and Dental X-Ray Film)
65 VII	InVitro Diagnostics, Reagents, Test Kits and Test Sets
66 III	Cost-Per-Test, Clinical Laboratory Analyzers
66	Scientific Equipment and Services
67	Photographic Equipment—Cameras, Photographic Printers and Related Supplies and Services (Digital and Film-Based)
69	Training Aids and Devices; Instructor-Led Training; Course Development; Test Administration - NOTE All training is now under SIN 874 4 in the MOBIS schedule
70	General Purpose Commercial Information Technology Equipment, Software, and Services
71 II K	Comprehensive Furniture Management Services
71	Office Furniture (services and hardware)
72 I A	Floor Coverings—Carpets, Rugs, Carpet Tiles and Carpet Cushions, Vinyl and Rubber Tiles and Rolls, Mats and Matting (with and without logos)
72 II	Furnishings—Window Treatments, Wall Art, Artificial Plants, Lamps
73	Food Service, Hospitality, Cleaning Equipment and Supplies, Chemicals, and Services
736	Temporary Administrative and Professional Staffing Services (TAPS)
738 II	Language Services
738 X	Human Resources and EEO Services
75	Office Products/Supplies and Services and New Products/Technology (Includes Restroom Products)
751	Leasing of Automobiles and Light Trucks
76	Publication Media
78	Sports, Promotional, Outdoor, Recreational, Trophies, and Signs (SPORTS)
81 I B	Shipping, Packaging and Packing Supplies—Bags, Sacks, Cartons, Crates, Packaging and Packing Bulk Material
84	Total Solutions for Law Enforcement, Security, Facility Management Systems, Fire, Rescue, Special Purpose Clothing, Marine Craft and Emergency/Disaster Response
871	Professional Engineering Services (PES)
873	Laboratory Testing and Analysis Services
874 V	LOGWORLD
874	MOBIS
899	Environmental Services
99	Security Cabinets, Safes, Vault Doors, Map and Plan Files and Accessories, COMSEC Containers and Special Access Containers