



Getting Business from Government Agencies



SECURITY CONSULTING IN 2012:
Business as *Unusual*

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Introduction

- How to find and get business from government agencies
- How do I take advantage of being a Small Business Enterprise (SME)
 - Most consultants will fall into this category
- Agenda
 - Vendor Registration
 - Marketing to the Government
 - Contract Types
 - Types of Proposals
 - Cost Estimating & Contract Types
 - Winning Strategies
 - Conclusion

The Basics

- Vendor Registration
 - Central Contractor Registration (CCR)
 - Local Government Registration
 - SBE & MBE Certification
- Secure Business Financing / LOC
- General and Professional Liability Ins.
- Ability to Accept Credit Card

Marketing To The Government

- Research Agency Spending in your area of expertise
- Call and/or Visit Agency Small Business Rep.
 - SADBUI – (Small and Disadvantage Business Utilization) Rep.
 - Obtain Fiscal Year Forecast
 - (*Get an invite to*) Conduct briefing to stakeholders requiring security services
 - Provide “White Paper” or “Case Studies” that may support your services
- Utilize Government Websites
 - Search these sites for Opportunities
 - Make contact/introduction to Contract Specialists/Officers
 - Discuss SAP (Simplified Acquisition Procedure) / Minor Purchasing

Marketing Tools

USA Spending

- Contract Award Information
- Search the spending of different government agencies, contract recipients, and by location
- Browse federal spending trends
- Search subcontracting data and awards
- Visit www.usaspending.gov

Federal Procurement Data System

- Federal Procurement Data System
<https://www.fpds.gov/>

Marketing Tools

Doing Business with the Department of Defense

- Guide to Marketing to the DoD
- Nation-wide list of Small Business Specialists
- Links to DoD (Army, AF, Navy and other SB Sites)
- Long Range Contracting Forecasts
- Visit:
http://www.acq.osd.mil/osbp/doing_business/index.htm

Other Procurement Sites:

- www.fbo.gov
- www.aquisition.gov
- www.sba.gov

Government Contract Vehicles

- Single Task Order Contract
- Blanket Purchase Agreement (BPA)
- Indefinite Delivery / Indefinite Quantity (IDIQ) Delivery Order Contract
- Multiple Award Contract (MAC)
- General Service Administration (GSA) Schedule 84

Contract Types

- Firm Fixed Price (FFP)- The “risk” is on the consultant, but the scope is clearly defined
 - If this is NOT the case, STAY AWAY...
 - Time and Materials – The “risk” is on the client for failure to identify a clear and concise scope (The Consultant is paid for all time and materials use to achieve clients objective)
 - Hybrid – This type contract or pricing allows certain tasks to be FFP, Time and Materials and Reimbursement of Travel Expenses
- ALERT** –You Must Manage Scope Creep

Proposal Requests

- RFP (Technical & Cost Proposal)
- RFQ (Cost Proposal Only)
- RFI'S — (Information for Future Opportunity)
 - Also Called - Sources Sought Notice

Pre-Proposal Submission Considerations

- Pre-Bid Meeting (benefits from attending?)
- Requests for Information (Q&A)
- Research / Intel
 - Client Drivers for the request
 - Existing conditions
 - Key Stakeholder (s) – Decision maker
 - Incumbent
 - Funding
- On-site or Telephone interviews (if allowed)

Making a Bid or No Bid Decision

- Award Criteria
 - Awards to low bidder
 - Past Performance
 - Special Certifications
- Outside area of expertise
- Competition too strong
- Quick Turnaround or Too busy
- Proposal Resources (credible response)
- Lack of resources
 - Can I assemble the resources? – Teaming
- Geography
- Not funded / underfunded (if known)

RFP Response

- Requires a Technical and Cost Proposal
- Provide the proposal in the form and format the client requires per RFP
 - READ and Pay attention to every detail
 - Prepare a Requirements Matrix
 - Prepare a Submittal Checklist
 - Develop a Work Plan with a Proposal Schedule
 - Digest the Evaluation Criteria
 - Note all exceptions to the RFP, clearly
- Make it easy for them to evaluate and choose you!

RFQ Response

- RFQ requires no Technical Proposal, only cost
- This is typically a low bid award
 - Unless?
 - You can show the uniqueness of your product or services to the clients requirement
 - You are able to show your added-value to the requirement and justify a cost increase

Simple Format / Letter Proposal

- Typically used for prospective or existing client
- Often used when providing an “Un-Solicited Proposal”
 - Identify a problem and propose the solution
 - Ask for or propose a project, describe benefits
- Describe the need
- Outline your Scope of Work/Technical Approach
- Explain why they should use you
 - Capabilities, Past Performance, Fee Structure
- Provide a strong closing statement
 - Attach additional corporate data/slick sheets/brochure

Custom Formal Proposal

- Response to RFP/**RFQ**
- Organization of Proposal
 - Cover letter (**RFQ**)
 - Executive summary
 - Company Qualifications
 - Subcontractors Qualifications
 - Project overview
 - Detailed Response to the opportunity/scope
 - Detailed Project Timeline
 - Project Deliverables
 - Relevant Past Performances / References
 - Key personnel
 - Cost Proposal (**RFQ**)

Other Items You Might Include

- Testimonials
- Certifications
- Publications
- Photos of completed projects
- SBE/DBE Status
- Veteran Owned Business Status
- Women Owned Business Status
(April 12th 2012)

Follow Up

- Follow established RFP protocol
- Call or Email to check on the review process
 - Number of respondents
 - Fee/Cost Ranges (RFQ only)
- Be sure to abide by all procurement rules.

(If conversation is appropriate, drive the decision makers to you.)

Oral Presentation

- Proposal Theme
- Why “Crazy Consulting”
- Company Background & Capabilities
- Key Personnel
- Project Organization
- Relevant Past Performance / References
- Project Technical Approach / Work Plan
- Project Management Approach
- Additional Info to support your “Win Theme”
- Summary

Putting it all together

- Register within the Government On-line System
- Get Certified and Listed as a SBE
- Get to know the SADBUI Rep
- Introduce your company to the Government
- Understand who's buying your services
- Use the Government Website to find opportunities
- READ and Evaluate each Opportunity
- Be Responsive and Detailed
- Follow-up after Proposal Delivery

Questions & Discussions

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