

Small Business Best Practices

**A PRACTICAL GUIDE TO DOING
BUSINESS WITH THE
GOVERNMENT**

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Checklist for Doing Business with Most Government Agencies

This checklist has been created to assist you in completing the registrations required to do business with the State of Washington and the Federal Government. It is also a great resource when you are trying to register & secure Government Contracts across the U.S. **Please note:** while completing the below registrations process required for government work, it is not a guarantee of future government sales.

Simply follow these (12) easy steps to complete the registrations required for government contractors. Upon completion, maintain this checklist as a record of your registrations, as it will be necessary to reference this information in the future. You can also follow up with our Resource page to assist you as well with additional information, video, self-paced kits and more...

<http://wacommerce.net/resources.php>

Business Name: _____

Whether you are doing business with the State of Washington or the Federal Government, it is essential to know the various industry classification codes that describe your products and/or services. You will need your business industry classification codes to complete your required government registrations.

So what does the Government Buy Anyway? Do they buy your Products or Services?

<http://wacommerce.net/government-buys.php>

Who is winning contracts near you?

<http://wacommerce.net/output.php>

1. Identify your product or service

Determine the **North American Industry Classification System (NAICS) code(s)** for your business establishment and the Federal Supply Classification (FSC) code(s) for your product or service.

Note: Most government product/service listings and procurements are identified by NAICS and/or FSC codes.

In order to register as a vendor with most government agencies, you must identify your business's NAICS Product or Service code(s). These codes are exclusive to government contracting. Determine your NAICS code(s) <http://www.census.gov/eos/www/naics/>

Determine FSC & PSC <http://www.outreachsystems.com/resources/tables/pscs>

List your Product and/or Service code(s) below:

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |
| 7. _____ | 8. _____ |

Standard Industrial Classification System (SIC) Codes

SIC codes are four digit numerical codes used by the US government to identify the primary business of a given establishment. You may find that more than one SIC code describes your business, so it is best to identify all of your relevant codes.

To determine your SIC code(s), visit <http://www.osha.gov/pls/imis/sicsearch.html>

List your SIC code(s) below:

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

2. If you don't already have one, Obtain TIN/EIN – contact the IRS for SS-4
<http://www.irs.gov/businesses/small/article/0,,id=102767,00.html>

NOTE Your EIN/TIN# _____/_____

3. Confirm small business size standards

Contact the Small Business Administration to determine whether the NAICS industry code(s) for your business falls within the established table of small business size standards. Some firms with multiple products and services are considered a large business for some industry codes and a small business for others.

Size Determination: http://www.sba.gov/sites/default/files/Size_Standards_Table.pdf

Why is this important? Some government agencies have certain goals to award a percentage of all contracts to small businesses For example, the Department of Defense has such goals. (<http://www.acq.osd.mil/osbp>). In addition, each acquisition of products or services that has an anticipated dollar value exceeding \$3,000, but not over \$150,000, is automatically reserved **exclusively** for small business concerns and shall be set aside for small business unless the contracting officer determines there is not a reasonable expectation of obtaining offers from two or more responsible small business concerns that are competitive in terms of market prices, quality, and delivery (FAR 19.502-2).

REVIEW - <http://wacommerce.net/government-contracting/10-step-guide/>

4. Determine if your business qualifies for the following certifications:

Determine if you fall within a Special Category:

- 8(a) = Socially or Economically Disadvantaged
- HUBZone = Geographic Location HUBZone= Geographic Location
- WOSB = Woman Owned Small Business
- EDWOSB = Economically Disadvantaged Woman Owned Small Business
- VOSB = Veteran Owned Small Business
- SDB= Small Disadvantaged Business (Self Certify).
- SDVOSB = Service Disabled Veteran Owned Small Business

The State of Washington and the Federal government sometimes use set-aside procurements or offers preferences to service-disabled veteran-owned small businesses or 8(a), HUBZone certified business concerns, or SDBs.

How do you get certified as a WOSB How do you get certified as a WOSB or EDWOSB?

- You can self-certify with the SBA. See FAR 19.001 for the definition of a woman owned business. Do-it-Avoid pitfalls with Self Certification kits & programs also available - ask our support team

Review our quick guide/checklist - <http://wacommerce.net/government-contracting/10-step-guide/>

5. Obtain a Data Universal Numbering System (DUNS) number.

The D-U-N-S Number® is the Federal government's contractor identification code for all procurement-related activities. This is a business identification number used similar to a personal social security number. If you wish to work as a government contractor with either the State of Maryland or the Federal Government, you must have an ID number. Many states and Federal Government uses Dun & Bradstreet's Data Universal Numbering System (DUNS) for this purpose. You must have a DUNS number before you can begin most state or Federal registrations. To register for a free DUNS number or to check whether your business has already been assigned a DUNS number, visit <http://fedgov.dnb.com/webform> or call 1-866-705-5711.

Recommended - As a result of obtaining a DUNS number, you will be included on D&B's marketing list, which is sold to other companies. If you do not want your information on that list, simply **ask to be delisted from D&B's marketing file when you request or update your DUNS number.**

List your DUNS Number: _____

6. Register in the System for Award Management (SAM).

A DUNS is required before registering in SAM, which includes Central Contractor Registration (CCR) and the Online Representation and Certifications Application (ORCA). The SAM web site can be accessed by going to the following link: <https://www.sam.gov/portal/public/SAM/>.

For a quick start guide to SAM, please see the following link:

[https://www.sam.gov/sam/transcript/Quick Guide for Contract Registrations v1.7.pdf](https://www.sam.gov/sam/transcript/Quick%20Guide%20for%20Contract%20Registrations%20v1.7.pdf).

7. Become familiar with Government contracting procedures.

Be familiar with local, state and federal procedures. Washington and most localities in Washington use "WEBS" a virtual portal to list procurement opportunities. The federal government uses the Federal Acquisition Regulations (FAR) and the Defense Federal Acquisition Regulation Supplement (DFARS).

8. Make an appointment with WACommerce or your local Procurement Specialist

WACommerce will teach small businesses how to sell to government customers. WACommerce provides guidance by consultant, through free training, webinars, seminars and self-paced programs. To gain access to state, federal and local bid opportunities visit www.WACommerce.com/?mode=register for a free business analysis and consultant support visit www.WACommerce.net.

You can also visit Small Business Development Centers (SBDCs) who provide management advice and assistance to small businesses. They can help you incorporate, setup your accounting system, write a business plan, etc. You can locate an SBDC near you on the Association of Small Business Development Centers website

9. Develop a marketing plan that includes government contracting as a strategy that you can support.

Identify & target only key buying activities. (WACommerce Industry Reports Available)

- Visit small business specialist, buyers & end users
- Always take promotional material: i.e. capability statement, brochures, business cards
- Prepare your company website for government buyers
- Determine procurement cycle
- Consider subcontract opportunities
- Periodically re-visit buying activities
- Attend trade shows

Prepare a Statement of Capabilities (Capability Statement)

If you would like to schedule a meeting with a procurement officer or agency you will need to submit a Statement of Capabilities. The Statement of Capabilities is a brief statement to describe what product or service your company can provide to the organization. This is your business resume, **WACommerce** and other organizations can assist you with creating one for your company.

The Capability Statement should include the following information:

1. Name of Company & Website (if applicable):
2. Point of Contact and Phone Number:
3. Small Business Category (Woman Owned, Service-Disabled Veteran-Owned, 8(a), Small Disadvantaged Business, etc.):
4. Statement of service and/or product being marketed to the organization.
5. Product or Service Code(s):
6. NAICS:
7. GSA Schedule: Yes or No
8. Accepts GPC: Yes or No
9. DUNS Number:
10. Certifications:
11. DOD/Federal/State or local contracts with POC Information:
12. Performance History:

In addition, please provide any description that differentiates your product or service from your competitors. Another option is a **Capability Video**, ask WACommerce support for details...

10. Consult a reference library.

If you feel unsure about the procedures, rules, or regulations, look to see what information the agency provides vendors. Many localities will have a purchasing manual or policy. The federal government has many reference tools available to vendors.

- [Washington Government Procurement](#) – Hand book download
- Federal Acquisition Regulation (FAR) Federal Acquisition Regulation (FAR) www.arnet.gov/far/index.html
- Defense Federal Acquisition Regulation Defense Federal Acquisition Regulation Supplement (DFARS) akss.dau.mil/jsp/default.jsp
- Code of Federal Regulations (CFR) www.access.gpo.gov/nara/cfr/cfr-table-search.html
- Government acronyms <http://www.dau.mil/pubs/glossary/preface.asp>

11. Search for Opportunities

- What has the government purchased in the past and who was awarded the contract? Would you like to know who won *local subcontracts*: www.WACommerce.net/output.php
- For the State of Washington, they are accessible on their web system at <http://access.wa.gov/business/bidopportunities.aspx>
- Below you can view a snap shot of contract types and numbers of contracts secured by month. <http://des.wa.gov/SiteCollectionDocuments/ContractingPurchasing/WEBSStatistics.pdf>

If you wish to do business with the State of Washington, you must first register your business as a business/supplier/vendor etc. The easiest way to register is online at <http://business.wa.gov/are-you-starting-business>. Simply follow the steps provided. Upon completing the registration process, you will be assigned a business UBI number. This number is required to bid on state contracts.

List your Business UBI # or Vendor Number: _____

List your Username & Password:

Username: _____

Password: _____

Then look for the agencies current opportunities. When you find an opportunity READ the entire synopsis – carefully.

- **Obtain copy of solicitation by fax, email, letter, download**
- **READ the entire solicitation – carefully**
- **Make a “go” or “no go” decision based decision based solely on the solicitation**
- **Follow directions to the letter!**

WACommerce Bid Match Portal allows you to search state, federal and private contracts thru a single portal. Members can communicate across the platform and collaborate to secure contracts.

WACommerce Bid-Match

[REGISTER HERE](#)

12. Start Bidding

Bidding – some basics:

- Invitation For Bids (IFBs) can be quite can be quite short and relatively simple to prepare.
- They can contain as few as 15 pages or as many as 100.
- Their complexity depends on the project or the commodity.
- These types of solicitations are usually awarded primarily on price.
- Competitive pricing here is a key factor.

(WACommerce can assist with proposal management services)

Request For Proposals (RFPs):

- Usually more complex than (IFBs).
- They tend to be issued for service oriented contracts with larger staffing requirements or complex operations involved.
- In many cases they are looking for comprehensive project management plans, a past performance section, a quality control plan spelled out in detail, and a separate volume on costing broken down line by line.
- Every contract is broken down into sections.
- Address each section in order and let them be your guide to preparing the proposal.

Request For Quotes (RFQs):

These are generally the easiest to prepare. It is usually just a question of filling in the blanks. Like IFBs, they are most often evaluated and awarded solely on price. While IFBs and RFQs are generally awarded solely on the basis price, RFPs tend to be weighted differently. Past performance and technical capabilities may often count more than price. A strong presentation, or proposal, can be decisive.

Sealed Bidding Sealed Bidding:

- Rigid procurement process
- Not open to negotiation (exceptions)
- Typically are for non-commercial supplies / services greater than \$100K
- Clear & detailed specifications
- Awarded on price factors, but also to RESPONSIVE & RESPONSIBLE bidders only!!!

Preparation of Bids

READ and re READ the solicitation READ the solicitation

- Make a working copy & get waivers
- Use a bid checklist
- Request specifications if required
- Consult your government procurement library
- Your written response must convince the organization that you can do the job with “best value”
- Familiarize yourself with government Familiarize yourself with government
- Obtain (product history (previous winner, award data, who is your competition, etc.)
- Submit bid at price you can live with
- Acknowledge amendments
- Fill in original
- Submit on time – not 1 second late
- Attend bid opening, if applicable
- Sign your bid

PERFORM!!!

- Most responsive & responsible
- Pay attention to the details
- Best commercial practices
- Past performance
- Acceptance of Credit or P-Cards. If you do not accept these cards, contact a bank to establish a merchant account.
- “Best value”

What if you don't win?

Feedback Loop

- Request a debriefing
- If meeting cannot be set up, request via FOIA (Freedom of Information Act)
- Ask for suggestions
- Obtain “abstract” or “bid tab” listing of vendors and quoted costs
- Protest is a “Silver Bullet”
- You must strive to become more responsive and responsible

Five mandatory traits of a successful contractor

1. Able to read & follow instructions to the letter
2. Detail oriented
3. Computer literate Computer literate
4. Appropriately aggressive
5. Passionate

Rules to Live By

- Do not be late
- Do not lose your passwords (do not share either!)
- Do not pay for what you can get free
- Get it in writing
- Be proactive
- Call with questions

Explore subcontracting and joint venture / teaming opportunities.

Subcontracting can be an excellent entre into contracting. Regardless of your product or service, it is important that you do not neglect our very large secondary market, Subcontracting Opportunities with Federal Prime Contractors. The SBA/GC Subcontracting Opportunities Directory lists, by state, large business Federal Prime Contractors along with the name and telephone number of each firm's Small Business Liaison Officer (SBLO). Be sure to check out their website at <http://web.sba.gov/subnet/search/index.cfm?CFID=454251&CFTOKEN=4bf46047a1572584-70F67CD5-B06A-8428-EF5BB5D53590AB78>. We encourage you to investigate potential opportunities with prime firms. Many major large business prime contractors use the SBA's SUB-Net to post subcontract opportunities. SUB-Net can be accessed at <http://web.sba.gov/subnet/search/index.cfm>.

The Small Business Administration also hosts a Subcontracting Opportunities Directory. In addition to subcontracting, we also encourage you to learn about joint ventures and teaming, and investigate potential opportunities with the firms under contract with local, state or federal agencies.

Subcontracts Awarded for Contracts Projects Near You: www.WACommerce.net/output.php

Market, Market, Market!

The 3 most important words to remember in order to be successful in the government procurement arena is market, market, market. Hopefully, this guide provided you with some good ideas on how to market your firm. After you have identified your customers, researched their requirements, and familiarized yourself with the government's procurement regulations and strategies, it is time to market your product or service. Present your capabilities directly to those buying offices that purchase your products or services. Realize that, like you, their time is valuable and if the match is a good one and you can provide them with a cost-effective, quality solution to their requirements, the contract could be yours. Good luck and while you're ultimately responsible for your own success—you're not alone.

If you are unsure about marketing your business to the government WACommerce provides (3) options which will help you benefit from a successful marketing campaign to government agencies.

- **OneStep** – Government Marketing Solution
- **OutsideEdge** – Advanced Government Marketing Solution
- **KickStart Vendor Program** – Premium Marketing Service

<http://wacommerce.net/government-sales-training.php>

Consultant or Coaching Support

WACommerce in partnership with Government Contractors Association are providing a powerful customized Coaching Program to help your company fast track into the government market.

<http://wacommerce.net/coaching-programs.php>

"Government Contracting Bootcamp"

THE ULTIMATE RESOURCE DESTINATION FOR GOVERNMENT CONTRACTORS

This immersive boot camp on government contracting prepares your company to ramp up for government opportunities. You will walk away with a detailed understanding of the federal market and a plan to move your business into the government space. Accelerate your growth by enrolling in this boot camp.

<http://wacommerce.net/Government-Contracting-Bootcamp.php>

Seven (7) Successful Programs and Solutions for your business

Branding, Web Presence Strategy Management

How is your business viewed by government agencies on the internet? Is your business product & service easy to convey to Contracting Officers, GET A CAPABILITY or PROMOTIONAL VIDEO Today! These factors can impact your ability to secure a government contract to include attracting new customers.

<http://video4business.net>

Business Development Research/Reports – We offer a wide range of business research options that allow us to conduct best possible data collection, and application of information for your business.

Government Quick Start Success Kit

For a limited time You can also Get an award winning CD Quick Start Kit Valued @ **\$129.95** for **ONLY \$7.00** which covers the shipping costs for this Value Added Resource. To receive this special pricing & **SAVE Over \$120.00** enter "WACommerce" as your promotion code.

<http://www.GovSuccess.Net>

Government Fast Track Software

There is nothing fast about the government contracting market. On average, it takes 36 months for a business to lay a foundation in the government market. What if you had a "Fast Track" process to help you navigate through the government contracting maze? "What if you could cut the average time from 36 months down to 12 or even 6 months?" <http://wacommerce.net/fast-track-software.php>

WHAT IS THE FIRST CONTRACT PROGRAM?

WACommerce brings the unique First Contract (FC) Program to the region which is a six-month program designed to help small businesses win their first contract.

Mobilization Capital Funding Solutions

WACommerce has partnered with a strategic asset in Mobilization Capital to provide unique funding solutions to help businesses fund contract awards. <http://wacommerce.net/mobilization-fund.php>

GovMedia Marketing

GovMedia Marketing turns your company's capabilities, set-aside categories into video. Commercial and Government Contracting Officers are more attracted to your website with video and a commercial or government friendly website and our technical support team can support this process.

<http://wacommerce.net/video.php>

WACommerce Rewards Program

Membership is **FREE** to receive Cashback & Shopping points on every purchase!

Construction - If you are on a contract using a set of blue prints or working with a single clients wishes, you need to buy raw materials or appliances that the client or contract is paying for. If you first purchase a gift card(s) through a Lyoness merchant, make \$8,000 in purchases, you can get 2-3% or approximately \$208 Cashback in your pocket at Home Depot, Lowes, ACE Hardware which are in the Lyoness network along with Walmart, Sears and many other brand names..

<http://WACommerceRewards.com>

Proposal Kit

Several clients have successfully used - We all want to do business with people we trust. Your proposal must convince readers that you are worthy of their trust.

<https://www.ProposalKit.com>