

## Getting Ready to Sell to the Federal Government

This document details the initial steps a firm needs to take to position itself to sell products and/or services to the Federal Government. Each step in the process costs nothing except for your time. Since your time is valuable, the process is much easier if you are using a high speed internet connection and if you can set aside a period when you can work without interruptions. To establish your business to in the Government Market Space takes on average 24 months to complete all required phases depending on your industry. There are several opportunities to help reduce this time to less than 12 months depending on your business and industry.

**\*Additional Coaching & Consulting Services also available.**

You may use this document to take you to each website by placing your cursor over each link and clicking on it. All of the links are also available on the “**Resources**” page of [www.WACommerce.NET](http://www.WACommerce.NET) As you complete each step, be sure to record all the numbers and other data you get and keep them in a handy place for future reference!

**Did you know** that the Federal Government Spends on average \$577 Billion dollars a year in contracts and in 2013, over \$300 Billion nationwide was spent on Defense Contracts to businesses right in your community! Wouldn't you like to see who's winning those contacts and see how you could support those winning contracts to help boost your business? Simply click on the link below, search for your state and view the results. <http://www.governmentcontractswon.com/search.asp?type=dt>

- **Get a number from the Data Universal Numbering System (DUNS)**, provided by Dun & Bradstreet (D&B) free for Government contracting purposes. Call 866- 705-5711 or obtain via web at <http://fedgov.dnb.com/webform>
- **Identify your product by Federal Supply Classification Code (FSC) or your service by Product Service Code (PSC)** by selecting the appropriate 4 digit code at <http://www.outreachsystems.com/resources/tables/pscs/>
- **Identify your North American Industry Classification Codes (NAICS)** by running keyword searches at <http://www.census.gov/eos/www/naics/> You need the full 6 digit numbers. If you sell a product, you should select the NAICS codes for the manufacturer (Sectors 31-33), wholesaler (Sector 42) and retailer (Sectors 44-45) of the product.
- Determine if you qualify as a small business. There is a separate size standard for each NAICS. Once you know your NAICS, go to <http://www.sba.gov/content/table-small-business-size-standards> to look up the size standard for each NAICS code. If you are not the manufacturer of the products you sell, your firm is small if you have less than 500 employees.

If you are a small business in any NAICS code, determine if you are eligible to self-certify as a:

- **Veteran-Owned firm**
  - “Veteran-owned small business concern” means a small business concern—
    - **(1)** Not less than 51 percent of which is owned by one or more veterans (as defined at 38 U.S.C. 101(2)) or, in the case of any publicly owned business, not less than 51 percent of the stock of which is owned by one or more veterans; and
    - **(2)** The management and daily business operations of which are controlled by one or more veterans.
  - (Also see <http://www.vetbiz.gov/> Note that the Department of Veterans Affairs and other agencies will require your firm to be registered at this website in order to take advantage of this designation.)
- **Service- Disabled Veteran-Owned firm**
  - “Service-disabled veteran-owned small business concern”—
    - (1)** Means a small business concern—
      - (i) Not less than 51 percent of which is owned by one or more service-disabled veterans or, in the case of any publicly owned business, not less than 51 percent of the stock of which is owned by one or more service-disabled veterans; and
      - (ii) The management and daily business operations of which are controlled by one or more service-disabled veterans or, in the case of a service-disabled veteran with permanent and severe disability, the spouse or permanent caregiver of such veteran.
    - (2)** Service-disabled veteran means a veteran, as defined in 38 U.S.C. 101(2), with a disability that is service-connected, as defined in 38 U.S.C. 101(16).

Service-disabled veteran means a veteran, as defined in 38 U.S.C. 101(2), with a disability that is service-connected, as defined in 38 U.S.C. 101(16).

If your small business is at least 51% owned and controlled by one or more veterans, you should investigate whether your firm qualifies as a SDVOSB. Note that the bar for qualification is very low – any “service connected” disability (even zero percent compensable) validated by VA rating letter is qualifying. If you had any medical condition that was addressed while you were in service, but you do not have a VA rating letter, you should request a “disability rating for federal contracting purposes” from the VA by contacting your local Veterans Service Officer.

**Find Veterans Services & Local Veteran Businesses & Support Officers at**

<https://www.sba.gov/sdvosb> Also see <http://www.vetbiz.gov/> and <http://www.buyveteran.com/Search.aspx>

- **Woman-Owned firm**

“Women-owned small business concern” means a small business concern—

- (1) That is at least 51 percent owned by one or more women; or, in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more women; and
- (2) Whose management and daily business operations are controlled by one or more women.

- **Economically Disadvantaged Woman-Owned**

“Economically disadvantaged woman-owned small business” (EDWOSB) means a small business concern—

That is at least 51% unconditionally and directly owned and controlled by one or more women who are US citizens and who are economically disadvantaged.

Economically disadvantaged women are those whose ability to compete in the free enterprise system has been impaired due to diminished capital and credit opportunities as compared to others in the same or similar line of business. The net worth of a woman claiming disadvantage must be less than \$750,000. In determining such net worth, SBA will exclude her ownership interest in the firm and equity in her primary personal residence. **(See What are the rules governing the requirement that economically disadvantaged women must own EDWOSBs? for further details.)**

<https://www.sba.gov/content/women-owned-small-business-program>

- **Small Disadvantaged Business**

“Small disadvantaged business” (SDB) means a small business concern—

That is at least 51% unconditionally and directly owned and controlled by one or more individuals who are both socially and economically disadvantaged and who are US citizens.

Socially disadvantaged individuals are those who have been subjected to racial or ethnic prejudice or cultural bias within American society because of their identities as members of groups and without regard to their individual qualities. The social disadvantage must stem from circumstances beyond their control. **(See Who is socially disadvantaged? for further details.)**

<https://www.sba.gov/content/disadvantaged-businesses>

Economically disadvantaged individuals are socially disadvantaged individuals whose ability to compete in the free enterprise system has been impaired due to diminished capital and credit opportunities as compared to others in the same or similar line of business who are not socially disadvantaged. The net worth of an individual claiming disadvantage must be less than \$750,000. In determining such net worth, SBA will exclude the ownership interest in the firm and the equity in the primary personal residence.

**(See Who is economically disadvantaged? for further details.)**



# Helping Businesses Through The Government Contracting Maze

[WACommerce.NET](http://WACommerce.NET)

## **One Area to Get Started is;**

- **Register your company at <http://www.WACommerce.com>.** This is a central resource and web-based database of businesses who are seeking federal and/or state government prime contracts and subcontracts in the Northwest & across the U.S. Your business will be automatically matched to contracting opportunities based on your keywords and/or NAICS codes. You may also post your own subcontracts, job openings and find teaming/partnership opportunities as a WACommerce member.

**Register your firm with System for Award Management (SAM), formally known as Central Contractor Registration (CCR), IAW FAR 52.204-7.** It is a requirement that all contractors doing business with the Department of Defense be registered with System for Award Management (SAM). The website may be accessed at <https://www.sam.gov/portal/public/SAM/> . ***If you had an active record in CCR, you have an active record in SAM.*** You do not need to do anything in SAM at this time, unless a change in your business circumstances requires a change in SAM in order for you to be paid or to receive an award. SAM will send notifications to the registered user via *email 60, 30, and 15 days* prior to expiration of the record. The Commercial and Government Entity (CAGE) Code is a five-character ID number used extensively within the federal government. The CAGE code provides a standardized method of identifying a given facility at a specific location. You do not need to have a CAGE code prior to registration as one will be automatically assigned to you as a part of your entity's registration in SAM.

- **Complete the Representations and Certifications (formally known as Online Representations and Certifications Application (ORCA)) at System for Award Management (SAM).** (You will need your DUNS and MPIN.) If you had an active record in ORCA, you have an active record in SAM. To update or make any changes visit the website at <https://www.sam.gov/portal/public/SAM/> .
- **If you are a Veteran-owned firm, be sure to also register your firm at <http://www.vetbiz.gov/>**
- **If you are a small business in any NAICS code:**
  - **Determine if you are eligible to seek certification as a HUBZone firm** by checking your address as well as those of your employees at <http://map.sba.gov/hubzone/init.asp#address> . If you are eligible, you may apply for HUBZone certification by clicking on the link <http://www.sba.gov/content/applying-hubzone-program> . (You must complete your SAM registration first.) Many parts in your local area are considered **HUBZones**, so be sure to check to see if you qualify! (Note that this is totally different from the State of NC HUB Program which does not apply to federal contracting.)

**If your firm qualifies for self-certification as a SDB, you should consider applying to SBA's 8(a) Program.** See: <http://www.sba.gov/aboutsba/sbaprograms/8abd/index.html>



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If you are a Woman-Owned Small Business concern and your primary NAICS is underrepresented or substantially underrepresented according to WOSB program guidelines, you should certify your business as a WOSB or as an EDWOSB. See: <http://www.sba.gov/content/women-owned-small-business-federal-contract-program>

**Once you have completed the above steps, you are almost ready to market your company to the Government and to identify contracting opportunities that you want to pursue.**

Once your business has been registered properly you will need to look online for various ways to connect and properly market your business to the federal & state agencies.

For assistance with Government Sales & Marketing your business to the government, please go to [www.WACommerce.Net](http://www.WACommerce.Net) , click on "Government Sales Training" or give us a call!

## **NEWS**

Feedback from the business community has led to a strategic partnership and development of a program and software platform to help small businesses achieve their government contracting objectives much sooner.

### **\*First Contract Program**

This program is designed to reduce the average of time it takes to properly, register, bid and win a federal government contract from 24-36 month timeframe to 12 months and in some cases as little as 6 months.

Up to fifteen (15) companies will be selected for the next program cycle. By keeping the program small, we cultivate an interactive environment that fosters growth and success. You'll have the benefit of live instruction from the business coach and also group interactions from each other.

**\*Special member savings available on all WACommerce products and services – [Get Registered Today!](#)**



Only \$29.95 per month 10 day Free Trial

**Prepared by WACommerce Business Support Center 2013**



# Helping Businesses Through The Government Contracting Maze

[WACommerce.NET](http://WACommerce.NET)

## Getting Started:

Register with WACommerce your single source for Northwest Federal, State and private contracts, subcontracts and networking opportunities. <http://wacommerce.com/?mode=register>

*What are WACommerce features?* [www.WACommerce.Net/Features-2014.pdf](http://www.WACommerce.Net/Features-2014.pdf)

**WACommerce is a Service Disabled Veteran Owned Business (SDVOB) WA# 602859117.**

Every city, county, and state lists economic development and job creation among its guiding themes, and WACommerce dovetails perfectly with those goals.

*Each business day offers thousands of prospects and potential business opportunities. Without a tool like WACommerce, businesses are actively eliminating themselves from consideration for the billions of dollars in contracts that the federal government, local and private sectors award each year.*

**Consulting Services provide companies with the following training & support to help your business grow.**

- Advanced Government Sales & Marketing Training
- Government Fast Track Software
- Periodic seminars, training and webinar support
- First Contract Program
- Business Registration Assistance
- Business Profile & Assessments
- Past Performance Evaluation
- Self Help ED/WOSB Certification Kit
- Self Help Government Sales & Marketing Kit
- Proposal Management & Mediation Services
- Teaming & Partnership Opportunity assistance to secure contracts



To see additional services and rates please visit [www.WACommerce.Net](http://www.WACommerce.Net) for details.

## **\*\*Strategic Partnerships\*\***

WACommerce has established a partnership with **Government Contractors Association, Inc. (GCA)** which is a national trade association comprised of commercial contractors (small & large companies) and government agencies (gov't agencies, gov't staff, state agencies, local agencies, universities, non-profits, etc.). Our association with (GCA) provides a variety support educational, products and services to help small and medium businesses achieve their government contracting goals.

**Prepared by WACommerce Business Support Center 2013**