



SPECIAL OPERATIONS FORCES ACQUISITION, TECHNOLOGY, & LOGISTICS
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Tips & Tricks for Doing Business with the Department of Defense

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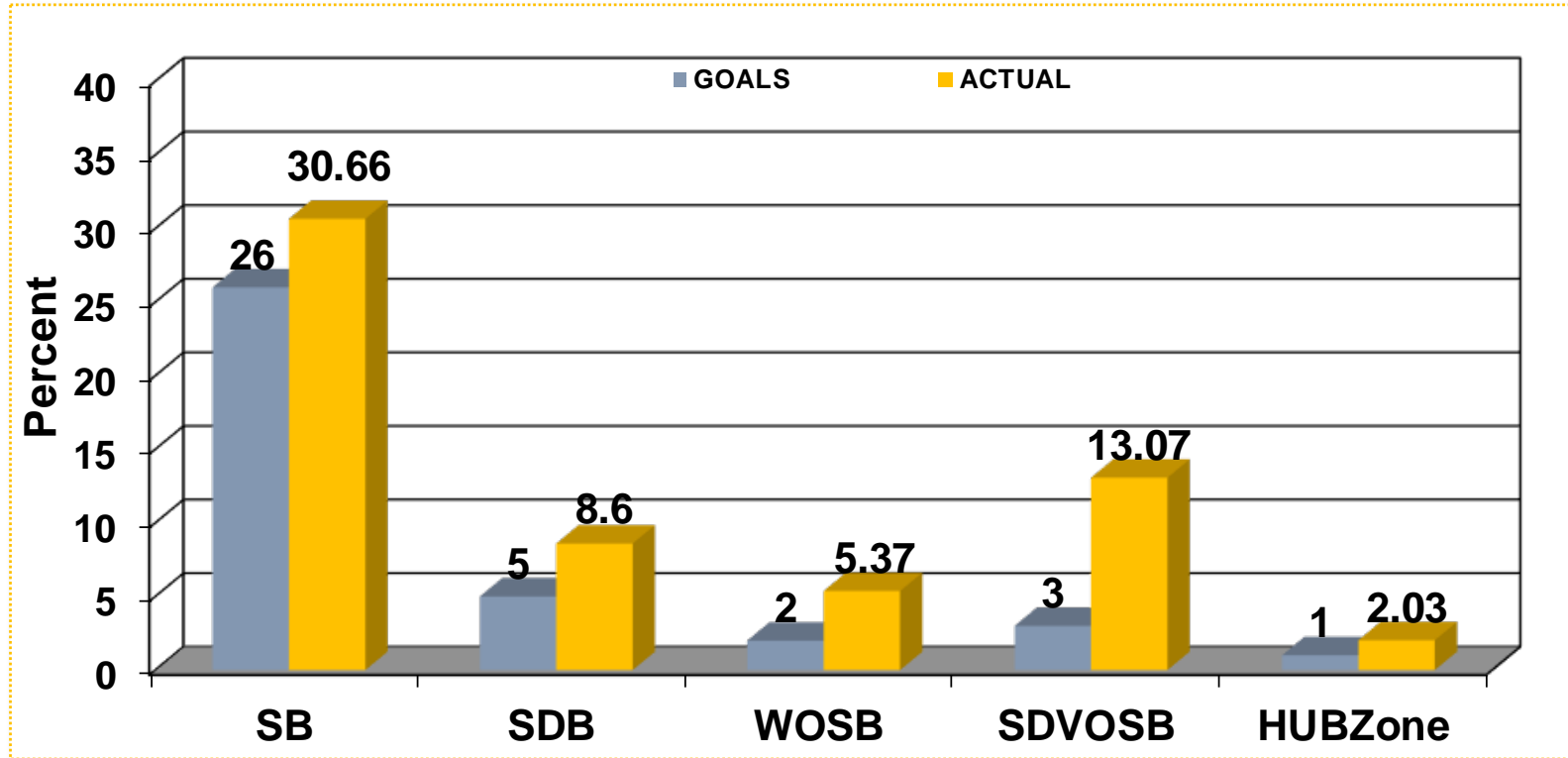
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Agenda

- Brief intro to USSOCOM
- Tips & Tricks for Doing Business with USSOCOM

Small Business Achievements FY17



FY16	\$979.1M	\$261.0M	\$196.1M	\$400.0M	\$67.4M
FY17	\$1.0B	\$284.5M	\$177.6M	\$432.2M	\$67.1M

Reporting Through 30 Sep 17

FY17 - Another Banner Year for SB

- **Small Business**
 - Most dollars ever awarded – **\$1.0B**
 - 5th straight year of dollar increase
 - 4th straight year of exceeding goal
- **SDB** includes 8(a)
 - 4th straight year of dollar increase
 - 4th straight year of exceeding goal
- **8(a)** no prime goal; subset of SDB
 - 4th straight year of dollar increase
- **WOSB**
 - 5th straight year of exceeding goal
- **HUBZONE**
 - 3rd straight year of exceeding goal
- **VOSB** no prime goal; includes SDVOSB
 - Most dollars ever awarded - **\$504.3M**
 - 10th straight year of dollar and percentage increases
 - Greatest percentage ever awarded – **15.25%**
- **SDVOSB** subset of VOSB
 - Most dollars ever awarded - **\$432.2M**
 - 6th straight year of dollar and percentage increases
 - Greatest percentage ever awarded– **13.07%**
 - 5th straight year of exceeding goal

Tips and Tricks

- Marketing the Agency
- Solicitations and Proposals
- **NOTE:** The following slides express the opinion of the presenter based on his experience within the DoD Acquisition community, and do not necessarily reflect the opinions of USSOCOM, DoD, or the Federal Government.

Marketing the Agency

- Conferences
- Industry Days
- One on One Meetings
- Other Meetings/Events
- Other Tips

Marketing the Agency – Conferences

- Should be more of a general introduction of both parties
- Be respectful of time.
 - If there is a line, give your elevator pitch
 - Keep discussion to less than 5 minutes
 - Make arrangements for a follow-up meeting/phone call

Marketing the Agency – Industry Days

- Industry Days are usually for a specific requirement
- Great opportunity for networking with other firms to find teaming partners
- Not normally the right setting to market your firm's general capabilities
- If given a one on one during the event, discussion should focus on the specific requirement, and not general how to do business question

Marketing the Agency – One on One Meeting

- Learn as much about the agency as you can before the meeting
 - What do they buy?
 - How do they buy?
 - What certifications / clearances do they require?
- Tailor your marketing to that Agency
 - What is most important to them?
 - What can you do to / how can you help them meet their mission?

Marketing the Agency – Other Events

- Understand the Purpose of the Event
- Tailor your discussion to the purpose

Marketing the Agency – Other Tips and Tricks

- Conversations
 - Assume the other party knows rules/regulations unless they give you reason to doubt them
 - Listen to what is said and adjust
- Responding to a notice
 - Read the entire notice
 - Provide all of the information requested, and only the information requested

Marketing the Agency – Other Tips and Tricks

- Capability Statements
 - Keep short and to the point. Be specific about capabilities and why you are the best
 - Include relevant certifications/registrations
 - May want to adjust to target different customers
 - Proof-read and spell check
- Business Cards
 - Include Mr. or Ms.
 - If marketing the government, include CAGE code

Solicitations and Proposals

- Read the entire Solicitation
- Identify all submission requirements
 - Create a matrix that identifies the solicitation requirement (with paragraph numbers) and where to find response in proposal
 - Include a copy of the matrix in the proposal
- Read the entire solicitation
- Don't make assumptions – if you are unsure of something, ask questions

Solicitations and Proposals

- Adhere to page limitations and formatting requirements
- Read the entire solicitation
- Proof-read and spell-check the proposal
- Ensure proposal is submitted before the due date and time
 - Call the contracting officer/contract specialist to verify receipt
- Provide your best proposal up front
- Understand the method of procurement

Questions?