

# Maximizing Government Contracting Opportunities



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# In other words...



- How to understand your business capabilities, while realizing the maximum potential in accessing government contracts, by utilizing effective and available resources, leading to a successful business, and just possibly a happy and fulfilled life, rich beyond your wildest dreams, etc, etc...or double your money back.

# I Just Don't Know Who You Are Anymore



- Understanding your business capabilities
- Know the difference between
  - Your REAL core competencies
  - Your planned growth into new competencies
  - “Putting your best foot forward” versus greatly exaggerating your competencies. (The dangerous, self-delusional competencies)
- Know your primary, secondary markets
- Know your competition

# Understanding the Government Marketplace



- Who is the “Government”?
- What does the Government buy?
- How much do they buy?
- How does the Government purchase?
  - Simplified Acquisitions
  - Sealed Bids
  - Negotiated Contracts
  - Special types: emergency, IDIQ, interagency, multi-year, options, etc.

# Simplified Acquisitions (FAR 13)



- Micro-purchases
  - threshold of \$3000 with exceptions
- Simplified Acquisition
  - threshold of \$100,000 with exceptions
- Government-wide commercial purchase card
- Purchase Orders
- Blanket Purchase Agreements

# Sealed Bidding (FAR 14)



- Generally Firm Fixed Price Contracts
- Requested with an Invitation for Bid (IFB)
- Competitive bids
- Public opening of bids
- Responsive and Responsible
- Low Price, Reasonable

# Negotiated Contracts (FAR 15)



- Solicited by a Request for Proposal (RFP)
- Uses Source Selection procedures
- Contract awarded using other than sealed bidding procedures (not just price)
- Best Value: award made upon evaluation of price and other non-price factors, trade-offs to proposal judged to be the best value to the agency
- Typically requires writing a Proposal based on specific outline and evaluation factors

# Negotiated Contracts (Continued)



- **Pre-Proposal Activities**
  - Intelligence Gathering, RFP Analysis, Cost Factors, etc
- **Proposal Development Activities**
  - Strategy development, Scheduling, Writing, Reviewing, Shipping
- **Post Proposal Activities**
  - Debriefing, Lessoned Learned, creating boilerplate files

# Now, the Really Scary Part...



- **TENACITY REQUIRED!!!**
- **Understand the Rules of the Game**
  - Federal Acquisition Regulations ( or DFAR etc.)
  - The agency's mission & personnel
  - Set-asides: Hubzones, SBs, VOB, SDVOSB, etc.
- **Jumping through the hoops: DUNs, CCR, ORCA, and other representations and certifications.**
- **Understanding the “Best Value” continuum**
- **Don't enter the market without understanding the market (can you say “TFC” for example?)**
- **Don't bite off more than you can chew**

# Now, the Really Cool Part...



- You are not alone
- There are resources: PTAC, SBDCs, SCORE, and networking opportunities
- Hundreds of thousands of businesses are successful government contractors
- Some even live happy and fulfilled lives
- Some may be rich beyond their wildest dreams
- But, for the vast majority...

# Questions?

