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**July 2017*****Tip of the Month:*****Before Anything Else, Preparation is the Key to Success.*****Alexander Graham Bell***

If you want to be successful in winning, performing, and profiting in the world of federal contracting, proper preparation and planning are paramount. Sadly, many contractors are utterly unprepared when they start chasing government sales and as a result, end up losing to competition. Occasionally, even a poorly prepared contractor gets lucky and wins a contract; although it often turns out to be more of a curse than a blessing. As a recent post from the SmallGovCon blog titled ["Contractor's Lackadaisical Proposal Preparation Sinks Its Claim for Costs"](#) highlights, lack of proper preparation, planning, and attention to detail may cost a contractor dearly. Share this example with your team as a lesson learned, then discuss what processes you can put in place to avoid finding yourself in a similar situation.

PTAC News You Can Use:

How to Integrate NJIT PTAC Support as Part of Your Capture Management Process

If you have a formal capture management process in your business, here are some ways to strengthen your capture team by integrating NJIT PTAC support along the way.

1. Opportunity Identification:

- Sign up for our bid match service for a convenient way to find government market opportunities throughout the geographic areas you serve.
- Ask about support and training available to help you learn how to conduct market research. You can learn much about future opportunities by studying past and current opportunities.

2. When you identify an opportunity you wish to pursue, forward it to your NJIT PTAC counselor and request a meeting at their earliest availability. Here are some benefits you may gain.

- Insights on your chances of success from an experienced NJIT PTAC professional.
- Unique information about the opportunity or the agency.
- Useful strategies, tips, and insights to consider and implement in your capture plan.
- Information on how to set up notifications as they are released about a specific opportunity.

3. When the formal solicitation is published, review it immediately with your team, paying close attention to "must," "shall," "required," and "mandatory" words in the solicitation. If there are technical questions related to the scope of work, forward those to the contracting officer ASAP. If you are confused about language contained in the solicitation, forward it to your NJIT PTAC counselor along with a copy of the solicitation. Highlight, circle, or underline areas of which you'd like to gain a better understanding.

- Schedule a proposal review with your NJIT PTAC counselor at least a week in advance of the submission deadline. This will give your counselor an opportunity to review your proposal, make recommendations, and allow you time to build those recommendations and required edits into your proposal before you turn it in.

Live Webinars

Contact your NJIT PTAC Counselor for a Free code

[Reverse Auctions in Government Contracting](#)

[How Change in Ownership Impacts Already
Certified Small Businesses \(8a, VOSB, WOSB\)](#)



Date: July 13, 2017

Time: 1 p.m. EDT



Date: July 27, 2017

Time: 1 p.m. EDT

Local Events, Workshops, Conferences

Jul 11, 2017 9:00 am - 12:00 pm
[SAM Registration Workshop \(Beginners\)](#)

Jul 19, 2017 8:30 a.m. - 12:00 p.m.
[PSEG Supplier Diversity Procurement Fair](#)

Recommended Readings:

7 Govcon Myths That Need Busting

In a recent "must read" article published by Mark Amtower, he discusses common myths and misconceptions commonly held by contractors new to the government market. As a government contractor, you should know the facts, and have a better understanding of what to expect when entering the federal marketplace. [Click here to read the full article.](#)

An Easier Way to Update Your SBA Profile

Do you routinely update your SBA profile? You should! By the way, do you know that you can directly access and update your profile "without going through [SAM.GOV?](#)" Find out how in this Govology.com blog post titled "[Updating Your SBA Profile the Easier Way.](#)"

About Your PTAC:

The New Jersey Institute of Technology Procurement Technical Assistance Center (NJIT PTAC) is funded in part through a cooperative agreement with the Defense Logistics Agency's Office of Small Business Programs. Our mission is to help small businesses succeed in the government marketplace. To get assistance and support from the NJIT PTAC, you must first become a client by completing our online client application at <http://njitptac.ecenterdirect.com/signup>.

You can also contact us via phone at (973) 596-3105.

For additional information online, please visit our website at www.njit.edu/ptac.

Client Prerequisites:

Any business seeking to become an NJIT PTAC client must meet the following requirements:

1. New Jersey-based small business (excluding Union County businesses)

2. Established at least two years
 3. Customer base that demonstrates past performance
 4. Must not be delinquent with child support or taxes
 5. Creditworthy
 6. Business bank account
 7. Computer literate
 8. Company website and email preferred
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