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**November 2018*****NJIT PTAC Tip of the Month:*****Fall Is The Time For Networking, So Get Out There!**

The leaves have turned, the air is crisp, and federal agencies are kicking off a new fiscal year. Now that the end-of-the-year award rush has ended, it's time to get out there, network, and meet various stakeholders of your target agencies.

Fall is also an excellent time to reach out to prime contractors, if you're looking for subcontracting opportunities, and to connect with other contractors who may make a great teaming partner for that next big opportunity.

Most importantly, be consistent in your efforts! Think about building relationships like going to the gym: the more you do it, the better you'll get at it, and the more results you'll see. After all, we all know that consistency is the key to getting in shape; but if we don't commit to doing the required work, we don't get anywhere.

The same holds true for building your network. If you put it on the calendar to reach out and connect with people for one hour every day and do it

consistently, you will likely get the results you desire. If you skip your "networking hour" here and there, your results are likely to be hit and miss.

So here is a challenge for you:

1. Block out one hour on your calendar each day to do nothing but develop your prospect list and actually reach out to your prospects;
2. Set up meetings and ask lots of questions about their challenges and goals;
3. Think about how your business can be a true partner in their success.

NJIT PTAC News You Can Use:

Is A GSA Schedule Contract The Right Move For Your Company?

If you've been in the federal marketplace for any stretch of time, you have likely heard of or even been told to get a GSA schedule contract. While this move can be beneficial for some businesses, many businesses end up wasting their time and money. They go through all the work of getting on a GSA schedule, but when the sales they hoped for don't materialize, they end up frustrated, lost, and eventually booted out by GSA.

How can you avoid this happening to your company?

Before you make the leap, meet with your NJIT PTAC Procurement Specialist to discuss whether a GSA schedule is right for your company. We can direct you to resources to help you better understand GSA schedules. We can also help you with market research to determine if this sales channel is the best option for what you sell.

While it is true that approximately \$40 Billion flow through GSA schedule contracts each year, this amount accounts for less than 10% of all purchases made by the federal government. The best way to find out where the dollars relevant to your business are flowing is to visit your NJIT PTAC Procurement Specialist and get assistance with a market research assessment. You may also tune in to the related on-demand webinars below from Govology.

[Is a GSA Schedule Right For Your Company?](#)

[Who Buys What You Sell – A Step by Step Process](#)

Contact your NJIT PTAC Procurement Specialist for a coupon code and get free access to these webinars.

November Webinar

Contact your NJIT PTAC Procurement Specialist for the FREE code.

For contact information go to <http://www.njit.edu/ptac/contacts>



Process To Evaluate If You Need A GSA Schedule – Fact, Myth, Process, And Risks

Date: November 29, 2018

Time: 1 p.m. EST

Presenter: Joshua Frank, RSM Federal

[Click Here to Learn More](#)

Recommended Readings:

5 Things You Should Know: Disaster Relief Federal Government Contracting

Great article for those interested in participating in FEMA relief efforts. [Click here](#) to read the full article from smallgovcon.com.

One additional thing you should know is that approximately 90% of the spend performed under FEMA contracts comes from pre-established IDIQ contract vehicles. Hence, you may be better off getting on the subcontractor list with some of the primes who hold these at the ready IDIQ contracts with FEMA. This is another area where your local PTAC can assist you.

Want some of that sweet government contract money? Obama's CIO gives tips to land deals with Uncle Sam

According to Tony Scott, the former CIO of the federal government, it takes more than a sales pitch to win a government contract. Nowadays, agencies also want to see “a plan for how everything will be implemented and done in line with government requirements.” [Click here](#) to read the full article from “The Register”.

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