NJIT PROCUREMENT TECHNICAL ASSISTANCE CENTER

September 2017

Tip of the Month:

Things You Can Do to Capture End-of-Year Contracting Opportunities

As the federal fiscal year comes to a close on September 30th, 2017, many agencies go into a spending frenzy as they are required to use or lose dollars allocated to their budgets throughout the year. Here are a few things you can do to capture some of this spending frenzy.

1. Watch. Keep a close watch for and be ready to respond to solicitations with a short timeline. If you haven't done so already, create search agents and lead capture tools to ensure you don't miss anything relevant to your business. Three great places to help you manage and get notifications of solicitations are:

- NJIT PTAC bid matching service
- FBO.GOV's search agents
- Fedbid.com (reverse auction site used by many government agencies)

2. Follow Up. If you've had contact with a federal agency during the fiscal year, and they liked what you had to offer but didn't have the budget for it, now is a good time to follow up. Ask if they have any end-of-year funding available for the product or service you pitched earlier in the year.

3. Think Small. Because some agencies are scrambling to spend end-of-year dollars, literally days before the end of the fiscal year, they often don't have time to go through the formal solicitation process. Therefore, lots of end-of-year dollars get spent at the micro-purchase threshold via government purchase card. Such purchases are made at both the end user and contracting departments. When you are reaching out and following up with your agency contacts, be prepared to have an offer under the micro-purchase threshold and the ability to process transactions from a government purchase card. If you take credit card payments now, you should be able to take government credit cards, just as you would any other. Still, check with your merchant credit card processor as not all accept government purchase cards, and those that do may charge a higher fee.

4. Get to Know the Micro-Purchase Thresholds. Before you put together an offer under the micro-purchase threshold, it may be helpful to understand what the micro-purchase thresholds are, how they relate to your business, and how they differ between DOD and civilian agencies. Click here to download the 2017 Govology Guide To Federal Micro-Purchase Thresholds.

5. **Register in SAM.GOV.** Some agencies require vendors to be registered in SAM.GOV, even if the purchase falls below the micro-purchase thresholds.

PTAC News You Can Use:

Marketing Your Small Business To Federal Agencies

If you registered your business in SAM.GOV, you've completed one of the first steps to engage in a business relationship with federal agencies. Now it's time to market and promote your business to federal agencies. Below are the steps every contractor should have completed soon after registering in SAM.

1. **Complete Market Research.** One of the great things about the federal government is that historical spend data is made available to the public at no cost. All you need to do is learn how to use this data to your advantage. Market research should be one of the first actions you complete. It will save you tremendous amounts of time and money by keeping your team's efforts focused on the agencies most likely to buy what you sell.
2. **Develop a Professional Website.** Your website should highlight your value proposition, team experience, and performance history at a minimum. Listing completed projects is always a plus, as often buyers and prime contractors search for companies with relative experience and past performance on projects they have requirements to fill. Besides having a general website, some firms like to have a section of their website tailored specifically for their government customer. This part of the website has relevant data for federal agencies such as the company's DUNS number, CAGE Code, Small Business Certifications, and the like. Click here for an example of a good small business website that speaks to both government and commercial clients. While there, check out and download their line card/capability statement as it offers a good example of the next checklist item.
3. **Create a Capability Statement.** This is a simple 1 to 2-page document that summarized the company's experience, past performance, and value proposition. Sometimes, this document is referred to as line card. Your firm's capability statement should be kept up-to-date and ready for instant delivery at the federal customer's request. If you didn’t find the capability statement on the above-referenced website, click here to view it.
4. **Optimize Your SBA Profile.** This is one of the most important items on the checklist, yet contractors often skip this step when registering in SAM because it's optional. It is especially important if you are interested in opportunities under $25k because, at that dollar threshold, agencies typically don’t publicize the opportunity but look for small businesses in the SBA directory. Those firms that have a complete

profile that's linked to a professional website which further communicates their value, experience, and performance history, have a much better chance of being invited to participate in a non-published opportunity than those who skip this step.

If you need assistance completing any of these steps or would like a no cost review, contact the NJIT PTAC.

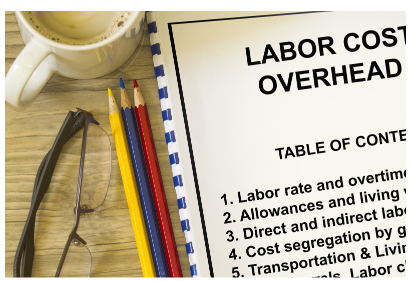
You can also gain access to the following on-demand courses to learn more about marketing to federal agencies through our partnership with Govology.com. **Contact your NJIT PTAC counselor to obtain a coupon code for FREE access, then follow the links below to register.**

[Marketing Your Small Business To Government Agencies and Prime Contractors](#)
[How to Conduct Market Research on The Federal Marketplace](#)

Live Webinars

Contact your NJIT PTAC Counselor for a Free code

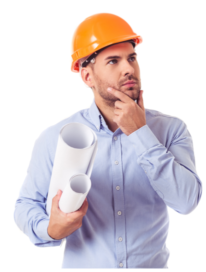
[Indirect Rates for Cost Plus Contracting](#)



Date: September 7, 2017

Time: 1 p.m. EDT

[Essential Considerations for Federal Construction Subcontractors](#)



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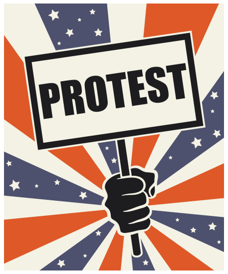
Time: 1 p.m. EDT



Date: September 27, 2017

Time: 1 p.m. EDT

Local Events, Workshops, Conferences

Sep 5, 2017 9:00 AM - 12:00 PM
SAM Registration Workshop (Beginners)

Sep 6, 2017 7:30 AM - 4:00 PM
Industry Day: Defense Contract Management Agency, Picatinny Arsenal, NJ (Intermediate-Advanced)

Sep 18, 2017 5:00 PM - 7:30 PM
UAV Mapping Workshop (Intermediate - Advanced)

Recommended Reading:

WOSB Denied Opportunity For Lack of Third-Party Certification

An article, just released by Carroll Bernard on the Govology.com blog, highlights an example of how a self-certified WOSB firm was denied an award for lack of third-party certification. The SBA contends that the Contracting Officer lacked authority to deny the award and that WOSB self-certification is still a viable option. This article also shares some things to think about for WOSBs considering third-party vs. self-certification. Click here for full article.

5 Things You Should Know: Bid Protests

Knowledge of how bid protests work can be both a valuable competitive tool as well as a way to understand what you can do to protect yourself should your firm be protested. Check out Matt Schoonover's article "5 Things You Should Know About Bid Protest" on the smallgovcon.com blog.

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