

NJIT

PROCUREMENT TECHNICAL ASSISTANCE CENTER



September 2018

Defense Contract Management Agency's (DCMA) Industry Day

Join COL Jay Ferreira and his team who are partnering with the NJIT Procurement Technical Assistance Center (PTAC) to present a full day of information on current topics that will benefit New Jersey industry.

The conference center will open at 8:00 am for final registration and networking, and the conference will begin at 9:00 am and conclude at 4:00 pm.

DCMA Headquarters, DCMA Springfield, and other partner leaders will present valuable information on Quality Assurance, Contracts, and Manufacturing related topics, and more!

[Click Here to Learn About DCMA Industry Day](#)

IMPORTANT!

- Registration deadline is Friday, September 21, 2018.

- Each attendee must register at <https://njitptac.ecenterdirect.com/events/1562>
- NCIC FORM must be submitted for each individual. Email completed form to michael.c.sanford.civ@mail.mil. You'll have access to the NCIC FORM after you register for the event on the NJIT portal (<https://njitptac.ecenterdirect.com/events/1562>)

We hope to see you there!

Contract Awards Update:

NJIT PTAC's main purpose is to provide procurement technical assistance to small businesses throughout New Jersey. In the past two years, we have successfully assisted clients in obtaining over \$900 million dollars in contract awards. In fact, since the beginning of our fiscal year (August 1, 2018), our clients have already been awarded over \$37.3 Million dollars.

Increase Your Access to Contract Awards:

Data drives procurement opportunities and contract awards. If you want to be part of the successful pool of NJIT PTAC clients, we strongly advise that you help us help you connect to the numerous opportunities that are available from Federal, State, Local government and large corporations.

The following are things you will need to do to connect you to the right opportunities:

1. Update your profile on the NJIT PTAC client portal on a regular basis

(<https://njitptac.ecenterdirect.com/signup>).

- Provide your company email address. Note that you are hurting your business if you use free email addresses (i.e. gmail, aol, msn, etc.). You should be using an email with your own company's URL (i.e. YourName@YourCompanyName.com).
- Physical Address, not a P.O Box. Use zip plus four (i.e. 07102-1982).
- DUNS and Cage Code. If you do not have them, then click on the appropriate button.
- Date your company was established.
- Number of employees (full- and part-time) including the owner.
- Ownership, company, diversity, and certification status.
- Annual gross revenues (your annual gross revenue shows your current capacity).
- PSC and NAICS codes.
- Product or service description should consist of keywords that describe what you do.

2. Sign up for our free BidMatch service once you've completed step one.

Consult with your Procurement Specialist.

This list may seem like a big request, but missing data points are barriers that are keeping your business from getting in front of real procurement opportunities.

Update Your Profile Today!

Tip of the Month:

Define and Engage Your Government

Market Avatar

For most, winning and sustaining business in the government marketplace goes beyond merely getting registered, waiting for the right opportunities to hit the inbox, and then throwing together an attractive proposal. Many companies struggle to win opportunities because they don't know how to find and connect with the right person who can make or influence buying decisions. If this is something you are struggling with, then perhaps it's time you created your Government Market Avatar.

An Avatar (also known as a Buyer Persona), is a descriptive representation of who your ideal contact/ influencer/ decision maker is within the agency you are targeting. When you build an avatar profile, you create a fictional person who has the common characteristics of the people who are influencers and decision makers within the agencies you are trying to connect with, learn about, and ultimately sell to. The common characteristics that define your avatar may include things like their job title, challenges they face in getting their job done, concerns that keep them up at night, contractor qualities they value, and solutions they currently use or purchase to solve their problems and fulfill their mission. Also, you want to know what your Government Market Avatar reads, what conferences they attend, and which social media platforms they use (e.g., LinkedIn is a big one for government employees).

Once you have created your avatar, you will know how to find and connect with the decision-makers in your target agencies and how to create compelling marketing and proposal copy that speaks to their wants and pain points.

But don't stop with a Buyer avatar. Remember, the end-users of government procurement have the power to initiate and influence the procurement process. So, your End-User avatar is just as important, if not more, for your success in the government marketplace.

So, where do you begin? How do you create your Government Market Avatar?

There are many articles on the internet about creating an Avatar or Buyer Persona such as [this one](#) on [medium.com](#). Take some time this week to polish up your marketing skills and create your first Buyer Avatar.

1. Conduct a web search for keywords “Marketing Avatar” or start by reading [the article on medium.com](#). But don’t stop there. Read two or three articles about creating a marketing avatar or buyer persona to make sure it sinks in and you’re ready to create your own.
2. On a piece of paper, brainstorm what your ideal government buyer avatar looks like. Write down 10 to 20 characteristics.
3. Now give your buyer avatar a name.
4. Develop a list of key questions that you would like to ask to get to know your avatar better.
5. Find and connect with your avatar on LinkedIn or via other channels, then ask for a brief meeting to ask questions, and get to know them better.

Creating a Buyer avatar is not rocket science, but it is a critical component of your government market strategy. You can't connect and influence your potential buyers unless you know who they are, what they care about, and how you can solve their problems. So, allocate some time in your busy schedule to think about your potential customers and really hone in on their motives, challenges, and values. It will be time well-spent - guaranteed!

NJIT PTAC News You Can Use:

***Check out our new website!
We compiled a [ton of valuable resources](#) on all things
government contracting for you.***

Scam Alert: Fake Invoices For Procurement Technical Assistance

It is unfortunate, but like any big marketplace, the government market is not immune to scams. We have warned clients many times in the past about scams ranging from paying for SAM and FEMA registrations to being fooled by fake websites posing to be official government sites. Now, another scam has recently surfaced that involves businesses receiving invoices for Procurement Technical Assistance Services.

The Department of Defense (DoD) is actively pursuing cybercriminals in our industry. If you have received an invoice for Procurement Technical Assistance Services or any other scam that falsely claims to be of a government entity, please notify your NJITPTAC Procurement Specialist. The information you provide could help DoD investigators capture some of these criminals.



[CLICK HERE TO LEARN MORE](#)



Unallowable Costs 2018: An Update On A Favorite Topic

Date: September 13, 2018

Time: 1 p.m. EDT

Trainer: Robert Jones, Left Brain Professionals Inc.

[CLICK HERE TO LEARN MORE](#)



Advanced Teaming Strategies to Accelerate Small Business Government Revenue

Date: September 20, 2018

Time: 1:00 p.m. EDT

Trainer: Joshua Frank, RSM Federal

[CLICK HERE TO LEARN MORE](#)

Recommended Readings:

Department of Defense Micro-Purchase Threshold Increase to \$10,000 Signed Into Law

In a recent article on the Smallgovcon.com blog, Steven Koprince provides an update on the DoD's Micro-Purchase increase to \$10,000, which now matches that of federal civilian agencies. [Click here](#) to read the full article.

New Login Process For [SAM.GOV](#)

If you haven't heard, there is a new login process for [SAM.GOV](#) that requires you to create a new account and log in through the government's new website [LOGIN.GOV](#). The implementation of this new process is meant to further enhance the security of users accessing government websites. [Click here](#) to read about the latest update on GSA's Official Website. If you have any questions, you may also contact your NJIT PTAC Counselor or the Federal Service Helpdesk at [FSD.GOV](#).

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