



Procurement Technical Assistance Center

NEW JERSEY'S SUPPLY CHAIN AUTHORITY

April 2019

REGISTER TODAY!

Small Business Procurement Expo

Thursday, April 11, 2019, 9:00 AM - 3:00 PM (EDT)

Essex County College, Gymnasium 303 University Ave., Newark NJ 07102

[Register Here!](#)

This Small Business Procurement Expo is a one-day event designed to promote Essex County as the place to do business. There is an extraordinary program scheduled that will provide business owners with access to valuable information and resources and exceptional networking opportunities. We invite you to attend and take advantage of this unique opportunity. "Open to all Small Business Owners" Pre-Registration will be required through Eventbrite. For more information call [Amanze Okere](#) (973) 621-2011

NJIT PTAC Supply Chain Matchmaking Conference

Thursday, May 30, 2019, 8:00 AM - 4:30 PM (EDT)

NJIT Campus Center, Newark NJ 07103

[Register Here!](#)

The conference will connect small businesses to contracting opportunities with prime contractors and government agencies. Supply chain professionals from the public and private sectors will present, exhibit, and discuss upcoming procurement projects during one-on-one matchmaking sessions.

Please refer to the registration page for pricing.

For more information and to register, go to:

<https://www.eventdex.com/NJITPTAC/SCMC>

If you have any questions, please email Jennifer Evans at jennifer@allianceforbiz.com.

We look forward to seeing you in May!

NJIT PTAC Tip of the Month:

Last year, Deltek released its 9th annual "[Government Contracting Industry Study](#)." Part of the study showed the average win rates for small, medium, and large businesses as 37.9%, 47.3%, and 41.8% respectively. While some contractors would love to have a win rate of nearly 40%, others are doing much better than average. Here are a few suggestions on how you can improve your win rates.

1. Measure your win rate and have an internal discussion with your team about what can be done to improve it. If you don't know where you are, it will be challenging to make any improvement.
2. Get feedback when you can. Understand how to leverage the formal debriefing process when the government is required to provide one. In cases when a formal debriefing is not required, you should still consider asking for informal feedback. Check out [A Pocket Guide To Federal Contract Debriefings](#) in the recommended readings section below for further guidance and sample debriefing request letters.
3. Conduct an internal debriefing with your team. If you didn't win, get the facts about why you lost; then discuss the key issues and fix them. Each time you go through this process to identify, discuss, and solve the problems related to your bids and proposals, you should see your win rate steadily increase.
4. If you lack the requisite experience and past performance to be competitive, learn how savvy businesses team with other companies to overcome their weaknesses and win in the federal marketplace.
5. Get lean. Price is an evaluation factor in all solicitations. Work on finding ways to lower your overhead and expenses. By doing this on a routine basis, you can offer the government better pricing in your bids and proposals.
6. Build stronger relationships. People like doing business with people they know, like, and trust. If the agency you seek to do business with has never heard of your firm, you may find yourself at a disadvantage to contractors who have put in the extra effort to get to know their target customers and their needs.
7. Take the sniper approach rather than the shotgun approach. Get laser focused on going after the right opportunities and ensure your team is doing everything they can to win.
8. Compete where there is less competition. This includes responding to sources sought notices to get those opportunities set aside, and also positioning yourself within IDIQ contracts when applicable.
9. Ask your PTAC. Your local PTAC representative may provide additional resources, training, and recommendations on how you can improve your win ratio.

NJIT PTAC News You Can Use:

How to Get the Most From Your PTAC

The Government marketplace is ever-changing, and your local PTAC is an excellent resource to help you stay up to speed on relevant issues that can present threats or opportunities for your business in 2019. Here are a few tips to ensure you get the most from your PTAC.

1. Keep your contact information current. Having a good phone number and email address on file will help your PTAC reach out to you with opportunities, events, tips, training, and much more. It is also a good idea to have more than one company point of contact on file with your PTAC.

happenings, and valuable tips on how to stay compliant when regulations change.

3. Don't be a stranger. Ensure you are meeting with your PTAC counselor on a routine basis even if you don't have any pressing questions. Having a regular check-up with your PTAC counselor will help your business to keep moving forward and in the right direction.
4. Take a class. Your PTAC offers both local and virtual training sessions to help you continuously build your knowledge base and stay informed.

Events & Workshops

SAM Registration Workshop (Beginners)

Tuesday, April 2, 2019

9:00 am - 12:00 pm (EDT)

It is of the utmost importance that your SAM registration provide accurate and detailed information. Let NJIT PTAC provide the technical assistance your business needs to get you on the road to government contracting and subcontracting opportunities. Sign up for this workshop TODAY!

For registration details visit NJIT PTAC's event portal at: <https://njitptac.ecenterdirect.com/events/1566>

Webinars

Contact your NJIT PTAC Procurement Specialist for the FREE code.

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



Fundamentals of the FAR

Date: April 4, 2019

Time: 1 p.m. EDT

Presenter: Maria Panichelli

[Click Here to Learn More](#)



Peak Proposal Prowess - A Primer for SF330 Production (3-Part Series)

Date: April 9, 2019 (April 10, April 11)

Time: 1 p.m. EDT

Presenter: Carrie Ann Williams

[Click Here to Learn More](#)



How To Differentiate and Communicate Value – Communicating Quantifiable and Qualifiable Metrics

Date: April 25, 2019

Time: 1 p.m. EDT

Presenter: Joshua Frank

[Click Here to Learn More](#)

Recommended Readings:

More on Debriefings

[“A Pocket Guide to Government Contract Debriefing”](#) is an excellent resource to help you understand the debriefing process and how to request debriefings from Contracting Officers.

Say What? DUNS Going Away?

According to [Fedscoop](#) and [Government Technology](#), the long-required DUNS number may soon be a thing of the past. The General Services Administration awarded a new contract to Ernst and Young to move to a new Government-Owned identifier called SAMMI. While there doesn't seem to be an indication when all of this will happen, you can be sure that your PTAC will have the latest information about these changes and will be ready to assist you if the need arises.

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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