Outline

• NAVFAC Southwest Overview

• Common marketing mistakes made by firms seeking government contracting opportunities

• Common proposal mistakes

• Helpful tips and websites
There are 10 major Naval Commands that support Small Business Contracting.

Acquaint yourself with the type of products and services they provide to the naval warfighter and see if they align with the products and services your company can provide.

Each buying command has a specific procurement authority.

Know where you fit!

- Marine Corps Systems Command
- Naval Air Systems Command
- Naval Sea System Command
- Office of Naval Research
- Strategic Systems Program
- HQ Marine Corps Installations and Logistics
- Space and Naval Warfare
- Naval Supply Systems Command
- Military Sealift Command
- Naval Facilities Engineering Command (NAVFAC)
Who is NAVFAC Southwest?

Naval Facilities Engineering Command, Southwest, headquartered in San Diego, CA, provides all facilities acquisition, installation, engineering support, and base operating and maintenance services required to support Navy and Marine Corps Servicemen ashore throughout our six-state area of responsibility.
What NAVFAC Southwest Buys

• **Capital Improvements**
  – Construction Services
  – Architect & Engineering Services
  – Design In-House
  – Specialized Technical Services
  – Ocean Engineering

• **Public Works**
  – Facility Sustainment
  – Utility & Energy Management
  – Base Operation and Maintenance
  – Facility Services

• **Environmental**
  – Environmental Planning/NEPA
  – Environmental Compliance & Conservation
  – Environmental Restoration
  – Sustainable Solid Waste Management

• **Asset Management**
  – Real Estate
  – Land & Installation Planning
  – Facilities Planning
  – Encroachment Management
  – Facilities Integrated Logistics Support
  – Real Property Acq, Mgmt & Disposal
### Top 10 NAICS Codes for FY2016

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Description</th>
<th># of Actions</th>
<th>$ Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>236220</td>
<td>Commercial and Institutional Building Construction</td>
<td>907</td>
<td>$559,989,322</td>
</tr>
<tr>
<td>562910</td>
<td>Remediation Services</td>
<td>286</td>
<td>$128,754,387</td>
</tr>
<tr>
<td>561210</td>
<td>Facility Support Services</td>
<td>732</td>
<td>$115,032,175</td>
</tr>
<tr>
<td>541330</td>
<td>Engineering Services</td>
<td>600</td>
<td>$112,677,088</td>
</tr>
<tr>
<td>237310</td>
<td>Highway, Street, and Bridge Construction</td>
<td>272</td>
<td>$82,566,101</td>
</tr>
<tr>
<td>238990</td>
<td>All Other Specialty Trade Contractors</td>
<td>572</td>
<td>$67,990,633</td>
</tr>
<tr>
<td>237130</td>
<td>Power and Communication Line Construction</td>
<td>140</td>
<td>$67,824,315</td>
</tr>
<tr>
<td>237990</td>
<td>Other Heavy and Civil Engineering Construction</td>
<td>131</td>
<td>$65,217,874</td>
</tr>
<tr>
<td>238220</td>
<td>Plumbing, Heating, and Air-Conditioning Contractors</td>
<td>326</td>
<td>$65,135,935</td>
</tr>
<tr>
<td>541310</td>
<td>Architectural Services</td>
<td>60</td>
<td>$37,127,272</td>
</tr>
</tbody>
</table>
## So how’d we do?

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2016 Prime Award Target (Goal)</th>
<th>FY2016 Actual # Prime Awards</th>
<th>FY2016 Actual Total Award $</th>
<th>FY2016 Actual % Awards</th>
<th>FY2016 % Above or Below Prime Award Target</th>
<th>FY2017 Prime Award Target (Goal)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Business</td>
<td>50.50%</td>
<td>4,257</td>
<td>$893.9M</td>
<td>59.92%</td>
<td>18.7% Above</td>
<td>55.00%</td>
</tr>
<tr>
<td>HUBZone</td>
<td>10.00%</td>
<td>532</td>
<td>$153M</td>
<td>10.25%</td>
<td>2.5% Above</td>
<td>11.50%</td>
</tr>
<tr>
<td>SDVOSB</td>
<td>5.00%</td>
<td>509</td>
<td>$90.5M</td>
<td>6.06%</td>
<td>21.2% Above</td>
<td>5.50%</td>
</tr>
<tr>
<td>SDB</td>
<td>28.00%</td>
<td>3,342</td>
<td>$635.6M</td>
<td>42.60%</td>
<td>52.1% Above</td>
<td>35.00%</td>
</tr>
<tr>
<td>WOSB</td>
<td>7.00%</td>
<td>1,035</td>
<td>$191.8M</td>
<td>12.85%</td>
<td>83.4% Above</td>
<td>12.00%</td>
</tr>
</tbody>
</table>

**Totals for FY2016:** 5,684 Actions, $1,524,558,191.
Common Marketing Mistakes

• Shotgun approach to marketing
  – One size fits all
  – Doesn’t focus on target audience

• Too general and boilerplate
  – overly vague or ambiguous
  – style over substance

• False Statements or Missing Info
Common Mistakes in Marketing Materials

- Too long.
- Tries to cover too much material
- Poorly organized
- Too generic
- Takes credit for work not performed by firm giving presentation (work experience from employees while working for another firm).
- Missing information (NAICS, bonding, CAGE, DUNS, socio-economic certifications, licenses, etc.)
- Past performance references either too lengthy or too short or fail to contain customer POC information
- Information not relevant to customer buying needs or procurement authority

Lacks focus
Solution –
DO YOUR HOMEWORK!

- Know your customers BEFORE you approach them.
- Never ask a potential customer what they do. You need to know this in advance!
- Know your customer needs and buying habits
- Approach with a SOLUTION to an identified need
- Speak your customer’s language
  - State customer use State terms
  - Federal customer use Federal terms
  - Commercial customers use industry terms
- Adapt your marketing strategy to fit your customer
  - Marketing should NOT be one-size-fits-all
- Make an appointment – do not drop in.
BE CLEAR AND SPECIFIC!

When asked, “What do you do?”
- Don’t say “Everything.”
- Don’t say “I’m a general contractor.”
  * What you say may not be what your potential customer hears.
- Don’t lead with your socio-economic certifications.
- Don’t ask for sole source work!
- FOCUS!!!!!
- Focus on your IN-HOUSE capabilities
- Be able to describe your core competencies
- What sets you apart from your competition?
- Be able to describe your previous work in terms that will relate to the customer’s current needs.
BE HONEST!

DO NOT take credit for work you do not self-perform with your own IN-HOUSE forces!!!

Don’t strrrrrrrrrrrrrrrrrrrrrrrrrrrretch the truth.

Give specific examples that MATCH what your potential customer is looking for
For Federal Government, make sure to include:

- Cage Code
- DUNS Number
- NAICS Codes
- Socio-economic Certifications
- 8(a) expiration date (if applicable)
- Complete job references
  - Job title, period of performance, brief description of work YOUR FIRM performed, dollar value, location, customer name and customer POC info.
- Licenses or professional certifications
- Bonding limitations
- Safety ratings
- What sets you apart from your competition?

Make sure the following information is ACCURATE on your marketing materials and in SAM and DSBS:

- Company name and address
- POC name, phone number, address
- Website address
- Mailing address
- Email address
- CAGE and DUNS

Make your marketing materials INFORMATIVE and USEFUL, not just pieces of paper.
A high quality contractor invested in customer satisfaction.

A1 Contracting

John Smith
1435 Any Street
Your Town, CA  90909

(555) 123-4567 Office
(555) 987-6543 Cell

A1Contracting.com
Construction of residential family housing, apartment complexes, and recreational facilities. Specializing in framing, roofing, and foundations. With an EMR of .8 and a DART of 2.1, our commitment to safety is evident in every project.

John Smith
1435 Any Street
Your Town, CA 90909
(555) 123-4567 Office
(555) 987-6543 Cell

A1Contracting.com
Established 1978

Cage: AG03K, DUNS: 857395730
PE Lic: 028934-872

NAICS Codes: 236115, 236116, 236220, 238160, 238110, 238130

Bonding $2M/project, $10M aggregate

HUBZone certified
SDVOSB self-certified
8(a) expires 9-14-2023
Dynamic Small Business Search Database:
- Update frequently as info for your firm changes
- Capabilities narrative
- Performance History (References)
Types of Contracts

• Basic Ordering Agreements (BOA)  
  (Construction only)
• Job Order Contracts (JOC)  
  (Construction)
• Base Operation and Support (BOS)  
  (Services)
• Multiple-Award Contracts  
  (Construction, Environmental, and Services)
• Indefinite Delivery Indefinite Quantity (IDIQ)  
  (Construction, Environmental, Services, Architectural & Engineering Services)
• Stand-Alone, Single Award Procurement  
  (All types of services)
Multiple Award Contracts (MACs)

- **NAVFAC Southwest has MACs for**
  - Construction (MACC),
  - Environmental (EMAC), and
  - Services (MASC)

- **MACs are awarded based on SOURCE SELECTION**
  - Limited number of awards per MAC (usually 3 – 5)

- **Types of MACs at NAVFAC Southwest**
  - 8(a) MACs
  - HUBZone/SDVOSB
  - SB
  - Unrestricted
  - Wide Scope of Work
  - Narrow/Specialty Scope of Work

**Procurement strategy is determined by Market Research and Agency need.**
How to do Business with NAVFAC Southwest

- **Monitor Solicitation Websites**
  - https://www.neco.navy.mil
  - www.fedbizopps.gov or www.fbo.gov

- **Know the Federal Acquisition Regulation (FAR) and Department of Defense FAR Supplement regulations**
  - www.arnet.gov/far

- **Additional Resources**
  - Small Business Administration (SBA) www.sba.gov
  - Procurement Technical Assistance Center (PTAC) www.dla.mil/db/procurem.htm
Proposal Do’s and Don’ts

• **#1 Rule of responding to a solicitation ..... **

  **READ THE ENTIRE SOLICITATION!!!!**
  (yes we really do mean every single word)

• **Don’t** get creative with format and organization of proposal.
• **Don’t** just read the specification section and proposal submission requirements
• **Don’t** neglect any portion of the submission requirements or questions. Make sure you respond to each component of a multi-part question or requirement.
• **Don’t** assume the review board can “read between the lines”. We won’t.
Proposal Do’s and Don’ts

• **DO** look up and read the FAR/DFARS/and other administrative contract requirements. Make sure you understand them.

• **DO** follow instructions to the letter.
  – Project date ranges, similarity to scope, dollar threshold,
  – Page limitations, front/back, single/double spaced, font.

• **DO** pay attention to detail
  – PROOF READ your entire proposal – one person not team
  – Korect spelin an grammatical erers.
  – Make sure POC and Reference information is current and ACCURATE.

• **DO** make sure you get it in ON TIME
  – FedEx, FAX, email, snail mail – what is allowed and what is not.
Common Misperceptions

1. Once a solicitation hits FBO, it’s too late, the Gov’t already knows who the contract will go to.
   **FALSE.** The government reviews every proposal and awards the contract IAW solicitation provisions/requirements.

2. The government has a secret list of favorite contractors.
   **FALSE.** The government does not favor one contractor over another. It does issue procurement set-asides IAW governing laws and regulations and available market research data.

3. If I don’t already have government experience, I don’t have a chance of getting a contract.
   **FALSE.** Every proposal is evaluated against solicitation requirements. The more closely related your experience is to the solicitation requirement, the more likely your proposal will be rated highly.
Important Websites

North American Industrial Classification System (NAICS)
http://www.census.gov/eos/www/www/naics/

System for Award Management (SAM)
http://www.sam.gov

Small Business Administration (SBA)
http://www.sba.gov

Dynamic Small Business Search (DSBS) Database
http://dsbs.sba.gov

Procurement Technical Assistance Centers (PTAC)
http://www.dla.mil/db/procurem.htm
http://www.ptac-sandiego.org (San Diego PTAC)
Register on Solicitation Websites

Solicitation Websites
http://www.neco.navy.mil (NECO)
http://www.fbo.gov (Fed Biz Ops)

Register for individual solicitations
-- Prime Contractor
-- Subcontractor
-- Vendor
-- Interested Party

Monitor solicitation websites manually!
-- spend at least one hour per week mining sites.
Sources Sought Announcements

Requests for Interest

Industry Forums

Publicized Forecast Announcements for MILCON and other special programs.

Special Notices publicized on solicitation websites.
Tons of useful information including:

- How to do business with NAVFAC
- List of Prime Contractors
- WOSB and SDVOSB Directories *
- Useful links and resources
Additional Resources

Small Business Administration
http://www.sba.gov

Procurement Technical Assistance Center
http://www.dla.mil/SmallBusiness/Pages/ProcurementTechnicalAssistanceCenter.aspx

DoD Small Business Professionals

NAVFAC Small Business Websites
https://smallbusiness.navfac.navy.mil
Questions?