Washington PTAC

Top Tips for Finding Government Solicitations

Presented by

Tiffany Scroggs, Program Manager



Washington PTAC Program

We offer assistance to small businesses who wish to sell to federal, state and local governments.

- Finding opportunities to bid
- Interpreting solicitations and regulations
- Certifications & registrations
- Marketing to government buyers
 ...and much more

We provide these services through:

- Workshops
- One-on-one Counseling Sessions
- Matchmaking events
- Optional Bid Match service (fee-for service)







Government Contracting Overview





Tip #1 - Start Asking Questions

- Who are you selling to?
- What are they buying?
- How do they buy it?







Tip #2 – Be you. Consistently.

- What story do your public profiles tell?
 - SAM System for Award Management
 - DSBS Dynamic Small Business Search
 - OMWBE/DBE Directory
 - Your Website
 - Capabilities Statements, 30 Second Intros, Other Marketing Material
 - Other



CAPABILITY STATEMENT



Washington PTAC Technical Assistance Center

Kate Hoy, Procurement Specialist (360) 464-6042 khoy@thurstonedc.com

Website: www.WashingtonPTAC.org

CORE COMPETENCIES

We are a provider of one-on-one confidential evaluation and guidance services for small businesses who wish to contract with the government.

- 8(a) Applications
- Market Feasibility and Research
- Local government registrations
- SAM Registration Guidance

- HUBZone Certification
- State Procurement Assistance
- Proposal Reviews
- Strategy Development

PAST PERFORMANCE

DIFFERENTIATORS

Thurston Economic Development Council

Lacey, Washington

Length of Contract: 2010 - Present

Scope of Work: To provide assistance as needed to help clients navigate the government procurement process.

Department of Defense

Washington DC

Length of Contract: 2003 - Present

Scope of Work: To provide assistance as needed to help clients navigate the government procurement process

As the premiere go-to source for government procurement assistance in Washington State for over 14 years, we offer free services to small business owners.

- 3 Certified CVE counselors
- Counselors average 13 years experience
- Continuous training
- Dept. of Defense Award Winner 2016

COMPANY DATA

PERTINENT CODES

The Washington Procurement Technical Center was founded in 2002, and has grown to include 8 locations.

DUNS: 1234567a



Tip #3 – Be Responsive

- No time to bid? Need more bonding? Use that "not this time" to build the relationship.
- Strong proposals win more work.





Are you registered in the right spots?

- Manage your Rosters well
- Are you receiving WEBS notices?
 - Are your commodity codes correct?
- Consider a bid-matching service





Build Relationships

Alliance Northwest, March 5, www.alliancenorthwest.org

Regional Contracting Forum, April 8, www.rcfwashington.org

Bridging Partnerships, April 8-9, www.bridgingpartnerships.com

Other events:

www.washingtonptac.org/calendar

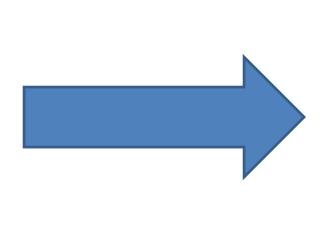
https://omwbe.wa.gov/resources/calendar

Most Local agencies – Supplier/Contractor Intro Events



Some networking etiquette

- Get familiar with the solicitation process before you reach out to contracting officers
- Do not ask questions about open solicitations
- Understand the vendor registration process BEFORE meeting with contracting officers or agency reps!
- Do not sell. Inform.







Tiffany Scroggs, <u>info@washingtonptac.org</u> 360-464-6041

www.washingtonptac.org
Subscribe to our newsletter!

