Small Business Workshop Agenda

Welcome and Opening Remarks
FOUNDATIONS

* The RFP Cycle
* Socio-economic Set Aside groups - Meeting the Qualifications
* How to be registered completely, adequately and legally
* Dealing with Bureaucrats
* Finding buyers
* Identifying a buyer's level
* Locating Opportunities
* Matching the two
* SAR Rules
* Micro Purchases

COMPETITIVE EDGE

* Five Strategies for Selling
* Phases of the RFP and the RFQ
* Responding Appropriately to Each Phase
* Decision Criteria for the RFP
* Types of Solicitations
* Market Research
* Know your market
* Public Sources you will need, FOIA requests
* Business Intelligence - paying for it.
* Who is buying what and how much from whom, how often, at what price?
* When did you say that contract was expiring?

SOLE SOURCE (Special Section)

* Six Strategies and Qualifications for Sole Source Contracting
* Case studies – How it is Done
* Means and methods
* Pricing the Sole Source Contract
* How it is Justified, When is it Done, Can You do it?

The SNOOKER

(The essence of contract capture)

* Identifying the Competition
* Making the Decision
* Positioning and pricing your offer
* Situational intelligence
* Moving decisively and intelligently to preclude and exclude or overcome the competition, in pivotal and decisive ways.
* Reality permits manipulation of competitive situations via cause and effect

The Best Kept Secret in All of Washington, D.C. – Its public Knowledge, but people do not know how to get it.

Examples for Each Attendee

* Finding Opportunities – Places to Find Opportunities
* Analyzing the Market – See Who is Selling and Who is Buying
* Understanding the Requirements and the Buyer
* Making the Decision
* Knowing the Competition - Primes
* Identifying the Program Manager (end user)
* Knowing the Rules and Applying Them to your Advantage
* Preparing and Submitting the Bid or Required Response

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| Questions Every Seller Has* How to do business with the DLA and DOD
* Is a GSA schedule/contract worth your investment?
* Does moving within broad circles help?
* Shaping Your Identity - The Line Card/ Capabilities Statement
* Setting a capabilities briefings when, why and with whom?
* What do I say when I call to be successful?
* DOD is not the largest agency of the US government
* Federal Employees that are tasked to help Small Business and their various roles.

Filing and Dealing with Protest* How to respond
* How to file
* Popular Basis for Protest

WAWF – Registering for Wide Area Work Flow – iRAPT* Where to go
* What to do
* How to do it

SBIR/STTR Grant Programs* Program Basics
* What are your chances 1/5?
* Proposal Submissions and Deadlines
* Program Funding Sources
* Solicitation Updates
* Phase I, ($150K) Phase II ($750K) and Phase III
* Agency Mission Driven

Things you will receive at the workshop:  A list of 25 to 100 Federal buyers who buy what you sell* A list of 5 to 25 open contracts and opportunities for you
* An ability to create such a list for yourself the very next day
* Knowledge of how to approach buyers to your greatest advantage
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