WOSB Workshop Agenda

FOUNDATIONS

* The RFP Cycle
* Set Aside groups - Meeting the Qualifications
* WOSB 8(M) AND EDWOSB
* Discussion of Proposed Rule Changes to WOSB Authority – Sole Source, NAICS Codes, Third Party Certification Requirement – RECORDED and Presented to Federal Register as Comments regarding the Proposed Rule Change.
* Getting Registered Adequately, Completely and Legally
* Dealing with Bureaucrats
* Finding buyers
* Identifying a buyer's level
* Locating Opportunities
* Matching the two

COMPETITIVE EDGE

* 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?
* The best kept secret in all of Washington DC.

SOLE SOURCE (Special Section)

* 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 - Julius Caesar/ Octavian/ Cleopatra/ Gallic Wars/ Theles of Miletus
* 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

Examples for Each Attendee

* Finding Opportunities
* Analyzing the Market
* Understanding the Requirements and the Buyer
* Making the Decision
* Knowing the Competition
* 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?

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

How to Register for WAWF/ iRAPT Where to go  What to do  How to do itSBIR/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 15 major Primes looking to partner with WOSB's and EDWOSB's
* 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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