



*Since 1963, we have
been improving the
profitability of businesses.
We partner with companies
and communities to help
them prosper and grow.*

Engage. Educate. Embed.

Learn more at
www.ciras.iastate.edu

Top 10 Considerations for Government Contracting

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Procurement Technical
Assistance Program
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Agenda

- What is CIRAS?
- Top 10 Considerations for Government Contracting

Center for Industrial Research and Service

Since 1963, we have delivered **proven services** that improve the profitability of businesses. Our approach, **Engage – Educate – Embed**, creates a specific solution that allows each business, along with its community, to prosper and grow. Coupled with a satisfaction guarantee, our typical client has achieved a 200% **return on investment**.

A **vast network** of university and industry experts brings years of professional experience to CIRAS, making us a leading integrator of solutions in Iowa. Clients have reported an economic impact of more than \$1.8 billion over the past five years.

Improving the profitability of businesses through...

Proven Services

Our customizable services are rooted in applied research and established best practices.

Engage. Educate. Embed.

Our approach ensures we deliver a service that is specific to your business. We focus on making the improvement stick and support you even after a project ends.

Return on Investment

Our commitment to permanent improvement is backed up by a satisfaction guarantee. A typical client achieves a 200% ROI – \$2 return for every \$1 invested.

Vast Network

Our partnerships stretch across ISU and beyond. Relationships with public and private experts enable us to deliver a solution that meets your needs.

IOWA STATE UNIVERSITY

Office of Economic Development and Industry Relations
College of Engineering



Our network extends across ISU and nationally

ISU Partners

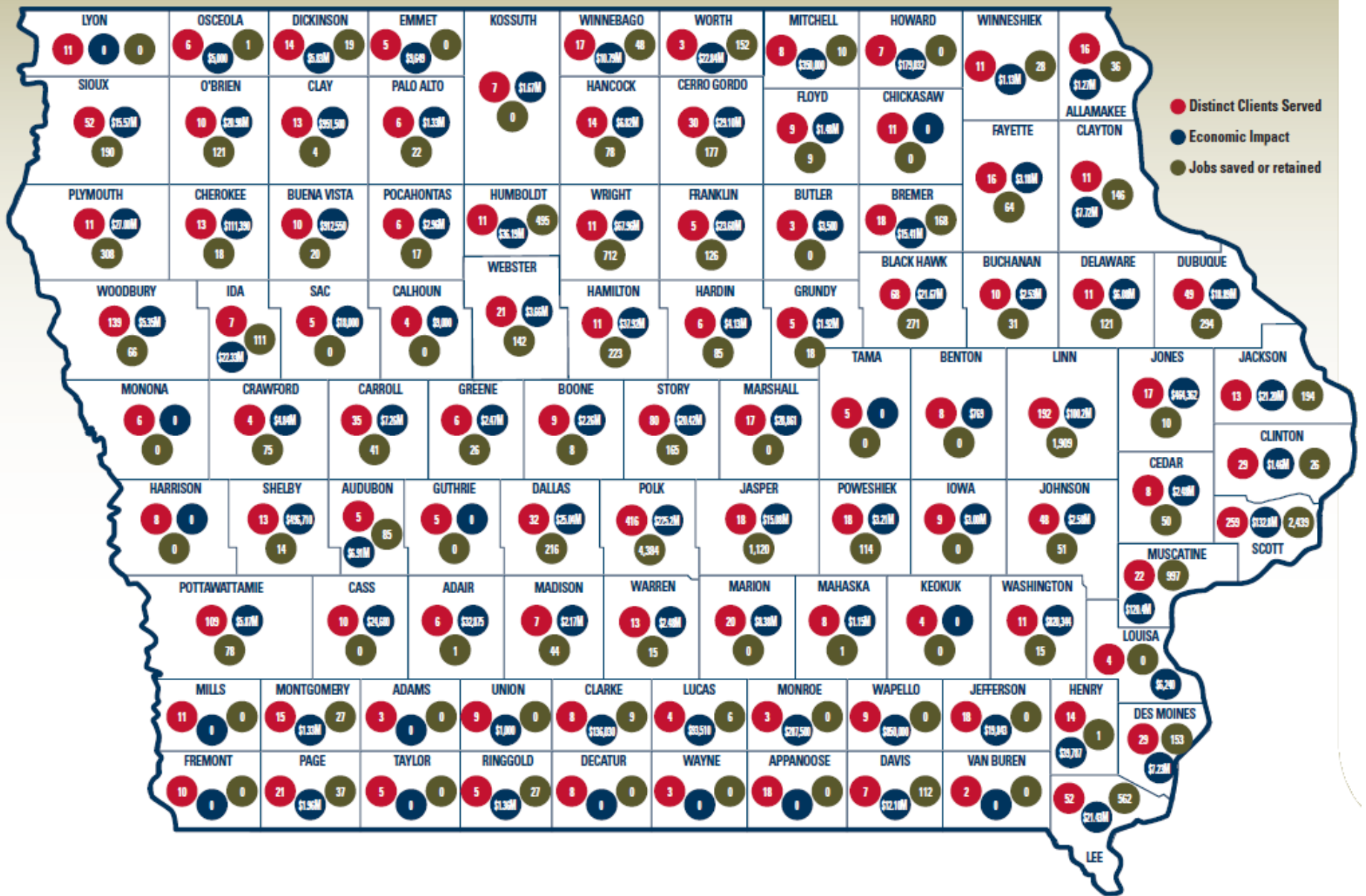
- ISU Faculty & Labs
- Center for Crops
- Utilization Research
Environmental Safety &
Health
- IPRT Company
Assistance
- Meat Science Extension
- Human Sciences
Extension
- Structures Testing Lab
- Communities &
Economic Development

External Partners

- Federal Programs
 - DoC/MEP
 - DoD/PTAP
 - EDA/UCP
- Iowa Area Development
Group
- Iowa Association of
Business and Industry
- Iowa Innovation
Corporation
- Iowa Farm Bureau
Federation
- NIACC and ICC

Affiliates

- State Agencies
- City Agencies
- Iowa Economic
Development Authority
- Iowa Community
Colleges
- Public & Private service
providers



1. KNOW YOUR CAPABILITIES

- What are you good at?
- What are you the best at?
- Where can you diversify?
- What are your core capabilities?
- What industries do you serve best?

2. KNOW YOUR COMPETITIVE ADVANTAGE

- What do you know you do better than anyone else?
- Where do you add value to customers?
- Are you competitive on the factors important to a target customer?
- Are you a problem solver?

3. KNOW YOUR COMPETITORS

- Who are the top 3-5 competitors in your industry regionally?
- Who are the top 3-5 competitors in your main market?
- Who are the top 3-5 competitors for Government sales (this may be different than the others)?
- Who are your competitors doing business with/marketing?

4. KNOW YOUR LIMITATIONS

- Geographic
- Financial
- Technical
- Human Resources
 - Sales, Marketing, Compliance
- Capacity

5. KNOW YOUR CUSTOMERS

- Do you know who buys what you sell?
- Do you know what sectors of the Government might be interested in your product/service?
- Do you know who the top 5 potential Government customers would be?
- Have you researched the potential customers?
- Do you know who does business with these customers currently?
- Have you considered subcontracting?

6. KNOW HOW CUSTOMERS FIND YOU

- Are you registered in all appropriate Government databases?
 - Are your registrations complete and robust?
- Do you have a comprehensive website?
- Do you have marketing materials appropriate for Government customers?
- Have you reached out to Government buyers/business liasons?
- Do you attend appropriate networking events?

7. KNOW THE PROCESS

- Do you understand how Government buying is done at all levels, and specifically for your target customers?
- Do you understand when, how and where solicitations are advertised and how to respond?
- Do you understand what to do after submitting bids?
- Do you understand regulations pertaining to Government contracting?

8. KNOW YOUR “RIGHTS AND RESPONSIBILITIES”

- Do you know that you have the right to communicate with Government personnel?
- Do you know the information available to you prior to bidding on a contract and after the bid if you lose?
- Do you know the requirements that the Government has to follow in the acquisition cycle?

9. KNOW THAT EFFORT = RESULTS

- Do you have someone that can at least part time be responsible and dedicated to Government contracting efforts?
- Do you have or have you considered a Government marketing strategy?
- Do you think that bidding EVERYTHING will gain the most success?

10. KNOW YOUR NETWORK

- Internal and External
- Opportunities for Teaming: what are the benefits, assess suitability, understand types
- Networking: industry groups and associations, events, LinkedIn
- Resources: SBA, SBDC, SCORE, PTAP, etc
- Consider expanding your network today!

Questions?

CIRAS Programs

Manufacturing Extension Partnership (MEP)

- Technical assistance for Iowa Manufacturers
- Apply research-based practices and tools
- Fee-based assistance with high ROI
- Expertise:
 - Engineering & Innovation
 - Productivity
 - Supply Chain
 - Sustainability
 - Human Capital

Procurement Technical Assistance Program (PTAP)

- Assist Iowa businesses in breaking down the barriers to contracting with federal, state, or local governments

Iowa Advanced Manufacturing Innovation Network

- Connect manufacturers, entrepreneurs, and researchers
- 2014 Focus: Plastics Industry