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.
Our network extends across ISU and nationally

<table>
<thead>
<tr>
<th>ISU Partners</th>
<th>External Partners</th>
<th>Affiliates</th>
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</thead>
<tbody>
<tr>
<td>ISU Faculty &amp; Labs</td>
<td>Federal Programs</td>
<td>State Agencies</td>
</tr>
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<td>Center for Crops</td>
<td>- DoC/MEP</td>
<td>City Agencies</td>
</tr>
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<td>Utilization Research</td>
<td>- DoD/PTAP</td>
<td>Iowa Economic Development Authority</td>
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<td>Environmental Safety &amp; Health</td>
<td>- EDA/UCP</td>
<td>Iowa Community Colleges</td>
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<td>IPRT Company Assistance</td>
<td>Iowa Area Development Group</td>
<td>Public &amp; Private service providers</td>
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<td>Meat Science Extension</td>
<td>Iowa Association of Business and Industry</td>
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<td>Human Sciences Extension</td>
<td>Iowa Innovation Corporation</td>
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<td>Structures Testing Lab</td>
<td>Iowa Farm Bureau Federation</td>
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<td>Communities &amp; Economic Development</td>
<td>NIACC and ICCC</td>
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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