

Southwestern Division “Pacesetters”

Profile Enhancement and Marketing Techniques

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US Army Corps of Engineers
BUILDING STRONG®



Profile Enhancement and Marketing Techniques

This presentation provides a few suggestions you might want to consider when seeking procurement opportunities within the U.S. Army Corps of Engineers:

- **Keep Your SBA Profile Current**
- **Monitor Procurement Websites**
- **Marketing Your Firm**



Profile Enhancement and Marketing Techniques

Understanding CCR (The other side)

Registration Complete

[Send To Printer](#)

NOTE: If you would like a print out of your entire Trading Partner Profile for your records, please click on View TPP within the Registration Tools menu on the left side of your screen and use the "Send To Printer" button there.

You have changed items in CCR that may affect your ORCA record. Please allow 48 hours for your changes in CCR to become effective and then visit ORCA at <HTTPS://ORCA.BPN.GOV> to complete this update.

You have successfully finished your CCR Registration!!!

All of your CCR data has been saved and is now being processed, which could take 24-48 hours. If you want to fill out the optional information, or continue to make changes to your CCR profile, please use the [Registration Menu] located on the left of your screen.

Note: Your firm's profile information indicates that it has qualified for one or more SBA Small Business Types. Select the [View your SBA Small Business Types] button for more details.

Please select the [Register or Update your SBA Profile] button to complete SBA's supplemental page. If you are applying for certification as a HUBZone, Small Disadvantaged Business, or the 8(a) Business Development Program, you must complete the SBA Supplemental page.

 SBA View your SBA Small Business Types

 SBA Register or Update your SBA Profile

For Official Use Only.

❖ Register or Update your SBA Profile



Profile Enhancement and Marketing Techniques

Keeping Your Profile Current Identification, Location, & Contacts

This profile was last updated:

Name of Firm:

Trade Name ("Doing Business As ..."):

DUNS Number:

Parent DUNS Number:

Address, line 1:

Address, line 2:

City:

State:

Zip:

Phone Number:

Fax Number:

E-mail Address:

❖ **Keep Profile current; suggest every 90 days**

❖ **E-mail Address**



Profile Enhancement and Marketing Techniques

Keeping Your Profile Current Identification, Location, & Contacts

WWW Page:

E-Mail (electronic mail selling firm's products):

Contact Person:

Contact Title:

County Code (3 digit):

Congressional District:

Metropolitan Statistical Area:

CAGE Code:

Year Established:

Accepts Government Credit Card?: Yes No

GSA Advantage Contract(s):

- ❖ Provide Webpage
- ❖ Govt Credit Card
- ❖ GSA Schedule

ALWAYS FILL OUT "YES" AND "NO" BLOCKS



Profile Enhancement and Marketing Techniques

Keeping Your Profile Current Organization, Ownership & Certifications

Legal Structure:

Ownership and Self-Certifications:

Current Principals

❖ Women Owned

❖ Veteran

❖ Service Disabled
Veteran

❖ Current Principals



Profile Enhancement and Marketing Techniques

Keeping Your Profile Current Organization, Ownership & Certifications

“Business Development Servicing Office” (for certifications)

8(a) Certification:

SBA 8(a) Case Number:
SBA 8(a) Entrance Date:
SBA 8(a) Exit Date:

Small Disadvantaged Business Certification:

SDB Entrance Date:
SDB Exit Date:

HUBZone Certification:

HUBZone Certified?: Yes No
HUBZone Certification Date:N/A

8(a) Joint Venture Certification:

8(a) JV Entrance Date:
8(a) JV Exit Date:

❖ **SBA controls this area**



Profile Enhancement and Marketing Techniques

Keeping Your Profile Current Organization, Ownership & Certifications

DBE Certifications (and State):

❖ **DBE Certification – Put them in the system**

❖ **Non-Federal Government Certification – Put them in the system**

Non-Federal-Government Certifications:



Profile Enhancement and Marketing Techniques

Keeping Your Profile Current Products and Services

Capabilities Narrative:

Special Equipment/Materials:

Business Type Percentages:

Bonding Levels

Construction Bonding Level (per contract)
Construction Bonding Level (aggregate)
Service Bonding Level (per contract)

- ❖ Never leave this Blank
- ❖ Make sure to fill this out
- ❖ Keep Bonding Levels current



Profile Enhancement and Marketing Techniques

Keeping Your Profile Current Products and Services

NAICS Codes with Size Determinations by NAICS:

#	Primary?	Code	NAICS Code's Description	"Buy Green"? ⁽¹⁾	Small? ⁽²⁾	Emerging? ⁽³⁾
1						

(1) By entering Yes for "Buy Green", the firm asserts that it obeys EPA guidelines for environmental friendliness for this NAICS code. Note, EPA guidelines do not exist for every NAICS code.

(2) If Yes, the firm's revenues/number of employees do not exceed the NAICS code's small business size standard.

(3) If Yes, the firm's revenues/number of employees do not exceed the NAICS code's special small business size standard for the Compositeness Demonstration Program (FAR 19-10). Note, not all NAICS codes are applicable to this program.

Keywords:



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Keeping Your Profile Current Products and Services

Miscellaneous:

Quality Assurance Standards: (none given)

Electronic Data Interchange capable?: Yes No



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Keeping Your Profile Current Export Profile (Trade Mission Online)

Exporter?:

❖ This might be used
for Market Research

Export Business Activities:

Exporting to:

Desired Export Business Relationships:

Description of Export Objective(s):



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Keeping Your Profile Current Performance History (References)

Name:	
Contract:	Janitorial Service
Start:	10/01/1998
End:	
Value:	
Contact:	
Phone:	

Name:	
Contract:	Janitorial Service
Start:	02/01/1998
End:	
Value:	
Contact:	
Phone:	

EXAMPLE

- ❖ Provide a variety and as many References as you can
- ❖ Include current work

REMINDER!!!

NARRATIVE CAPABILITY

NAICS CODES

KEYWORDS

REFERENCES

THEY SHOULD ALL MATCH!



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Monitoring Procurement Websites

➤ Monitor the following websites:

➤ [FEDERAL BUSINESS OPPORTUNITIES \(FEDBIZOPPS\)](#)

➤ Respond to “SOURCES SOUGHT” announcements

➤ Answer all questions correctly in the announcement

➤ [ARMY SINGLE FACE TO INDUSTRY \(ASFI\)](#)

➤ [FEDERAL PROCUREMENT DATA SYSTEM \(FPDS\)](#)



Profile Enhancement and Marketing Techniques

Marketing Your Firm The Basics

What is the No. 1 Marketing Tool?!?!?!?

Think about it for now....



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Marketing Your Firm The Basics

- **Business Cards**

- Do you have all the information on your card?
- Does your card tell us what you do?

- **Email, Mail, or Call**

- Which is the best method in communicating your firm's talents?



Profile Enhancement and Marketing Techniques

Marketing Your Firm

The Basics

How would you prioritize?

- | | |
|------------------------------|---------------------------------------|
| 1) XXX@aol.com | In your area next week, can we meet? |
| 2) SupXXX@yahoo.com | Can I offer a quote today? |
| 3) ITXXX@gmail.com | 8(a) Federal Supply Schedule Catalog |
| 4) XXX@Parsons.com | Need SB Sub for W81946-11-R-5232 |
| 5) XXX@gmail.com | How do I do business with the Govt? |
| 6) XX@KRConstr.com | RFI Response to W81946-11-R-1223 |
| 7) XX@Ynary.com | Sources Sought - W81946-11-R-1249 |
| 8) XX@yahoo.com | I can build - How do I get contracts? |
| 9) XX@MMCorp.com | Need LB Partner for W81946-R-2314 |
| 10) Congressional@us.gov | Congress Susp: 16Dec (Flood Control) |
| 11) BrigadierGeneralWehr@... | What's the status of this? |
| 12) SupXXX@yahoo.com | Can I offer a quote today? |



Profile Enhancement and Marketing Techniques

Marketing Your Firm

The Basics

Top 6 – Prioritized

(4) XXX@Parsons.com

Need SB Sub for W81946-11-R-5232

(6) XXX@KRConstr.com

RFI Response to W81946-11-R-1223

(7) XXX@Ynary.com

Sources Sought - W81946-11-R-1249

(9) XXX@MMCorp.com

Need LB Partner for W81946-R-2314

(10) Congressional@us.gov

Congress Susp: 16Dec 2pm (Flood Control)

(11) BrigadierGeneralWehr@...

What's the status of this?

Not necessarily in this order, #11 would probably be first depending on the urgency!



Profile Enhancement and Marketing Techniques

Marketing Your Firm The Basics

•Conferences

- Which conference to attend?
- Volunteer to be on a committee?
- Large Business Participation?



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Marketing Your Firm The Basics

- **Do your Homework**
 - Who buys what you sell?
 - How do they buy it?
 - When do they buy it?
- **Use your Resources**
 - Who are they?
 - When to use them?



Profile Enhancement and Marketing Techniques

Marketing Your Firm The Basics

- **If USACE comes a knockin'...**
 - Answer the door and follow-through.
 - You don't have the time to respond?



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Marketing Your Firm

Helpful Hints to Briefings

- **Requesting a Capabilities Brief:**
- **The Facilitator: Small Business Specialist**
- **Audience:**
 - Technical Staff**
 - Contracting Officer/Specialist**
 - Small Business Advocate**

**** The Facilitator should ALWAYS be the Small Business Specialist ****



Profile Enhancement and Marketing Techniques

Marketing Your Firm Helpful Hints to Briefings

- **Who Should Brief:**
 - **YOU!!! (Who knows you best?)**
- **Who Should *not* brief ---**
 - **A professional “briefer” not otherwise associated with your firm**
 - * **They don’t know you as well as you know yourself**
 - * **Gives impression you are not well prepared**



Profile Enhancement and Marketing Techniques

Marketing Your Firm Helpful Hints to Briefings

- **What Should You Brief:**
 - **Your Capabilities**
 - **Your Talents**
 - **Your Past Performance**
 - **Your Strengths**

**** Certifications should be the last thing mentioned ****



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Marketing Your Firm Helpful Hints to Briefings

- What you Should *NOT* brief:
 - The FAR (KOs already know the regs)
 - Things you *CAN'T* do (this is not an *incapability briefing*)
 - Some *other* firms' talents and capabilities (let them do their own work!)
 - Negative information (your opinion of Government personnel, etc.)



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Marketing Your Firm Helpful Hints to Briefings

- **When and Where Should You Brief:**
 - **BEFORE** the prime buying season (this is *NOT* the 4th Quarter)
 - Briefing should be portable
 - Ready to present as a tabletop or on-screen
 - Bring your own equipment including projector



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Marketing Your Firm Helpful Hints to Briefings

- **Making a Good Impression**
 - **Make an appointment – & *be on time***
 - **Allow ample time for clearing security (military or Federal Bldgs)**
 - **Know your Audience**
 - **A picture is worth 1000 words**
 - **Completed projects that showcase your efforts**
 - **Work in progress that highlights special crews**
 - **Delivered commodities**



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Marketing Your Firm Helpful Hints to Briefings

- **Making a Good Impression (cont'd)**
 - **Practice, Practice, Practice**
 - **Be comfortable in all possible settings**
 - **Polish your presentation---if you don't sound good, you won't look good**
 - **Turn Off the Cell Phone**

- **What do I do afterwards?**



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Marketing Your Firm Facility “Key Holders”

- Visit Department of Defense Installations
- A listing of all Small Business Specialists
 - [Selling to the Army](#)
 - [Selling to the Air Force](#)
 - [Selling to the Navy](#)
- [A listing of all Federal Small Business Offices](#)



Profile Enhancement and Marketing Techniques

What is the No. 1 Marketing Tool?!?!?!?

Relationships....

Using your Resources....

Responding to Solicitations Sought...

Capabilities Presentations

Attending Conferences...

BID OR PROPOSE



Profile Enhancement and Marketing Techniques

Acronyms

SBA – Small Business Administration

CCR – Central Contractor Registration

GSA – General Services Administration

DBE-Disadvantaged Business Enterprise

HUBZone – Historically Underutilized Business Zones

FAR – Federal Acquisition Regulation

DFARS – Defense Federal Acquisition Regulation Supplement

AFARS- Army Federal Acquisition Regulation Supplement

EFARS- Engineer Federal Acquisition Regulation Supplement

DoDAAC – Department of Defense Activity Address Code – The alpha-numeric number at the beginning of any DoD contract



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Helpful Items

[Federal Account Symbols and Titles: The FAST Book](#)
[Where In Federal Contracting \(WIFCON\) Small Business](#)
[Federal Register](#)

