Southwestern Division
“Pacesetters”

Profile Enhancement and Marketing Techniques

Melea Crouse
Assistant Associate Director
Office of Small Business Programs

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 DHV Partner Profile for your records, please click on View TP 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.BPM.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 (Legacy) Business Development Program, you must complete the SBA Supplemental page.

Register or Update your SBA Profile

For Official Use Only.
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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
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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
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Keeping Your Profile Current
Organization, Ownership & Certifications

Legal Structure:
Ownership and Self-Certifications:

- Women Owned
- Veteran
- Service Disabled Veteran
- Current Principals

Current Principals
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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
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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:**
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Keeping Your Profile Current
Products and Services

*Capabilities Narrative:*

*Special Equipment/Materials:*

- Never leave this Blank
- Make sure to fill this out

*Business Type Percentages:*

- Keep Bonding Levels current

*Bonding Levels*

- Construction Bonding Level (per contract)
- Construction Bonding Level (aggregate)
- Service Bonding Level (per contract)
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Keeping Your Profile Current
Products and Services

**NAICS Codes with Size Determinations by NAICS:**

<table>
<thead>
<tr>
<th>#</th>
<th>Primary?</th>
<th>Code</th>
<th>NAICS Code's Description</th>
<th>&quot;Buy Green&quot;? (1)</th>
<th>Small? (2)</th>
<th>Emerging? (3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

(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 Composites 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?:
Export Business Activities:
Exporting to:
Desired Export Business Relationships:
Description of Export Objective(s):

❖ This might be used for Market Research
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Keeping Your Profile Current

Performance History (References)

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

EXAMPLE

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)**
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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?
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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?
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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?

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

Relationships....
Using your Resources....
Responding to Sources Sought....
Capabilities Presentations....
Attending Conferences....

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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