



An Energy Efficiency Workshop & Exposition

Palm Springs, California

# *How to Successfully Sell to the Federal Government*

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# GETTING STARTED



- ❑ Contracting with DoD can be confusing
- ❑ Defense contracting is different from selling to commercial customers.
- ❑ Evaluate how those differences will effect your operation.
- ❑ Regulations:
  - Federal Acquisition Regulation, FAR.
  - DoD FAR Supplement (DFARS).
  - To be a successful defense contractor, you must possess a working knowledge.



# GOVERNMENT REGULATIONS



- ❑ Federal Acquisition Regulation, commonly referred to as the FAR is available on line at URL:  
[www.arnet.gov/far](http://www.arnet.gov/far)
- ❑ DoD FAR Supplement (DFARS) additional rules, unique to Defense contracting are available on line at URL:  
[www.acq.osd.mil/dp/dars/dfars.html](http://www.acq.osd.mil/dp/dars/dfars.html)



# CCR REGISTRATION

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- ❑ Contractors must be registered with DoD Central Contractor Registration (CCR) database prior to award.
- ❑ The CCR database consists of information pertinent to procurement and financial business transactions.
- ❑ Register on a one time basis and confirm annually that the CCR registration is accurate and complete.
- ❑ Call 1-888-227-2423, or visit the internet site at <http://www.ccr.gov/index.cfm>



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### **EC/EDI**

- ❑ The Federal Streamlining Act of 1994 (PL 103-355) requires the use of Electronic Commerce and Electronic Data Interchange (EC/EDI) by Federal Agencies.



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## ADDITIONAL RESOURCES

- ❑ **The Procurement Technical Assistance Centers (PTAC)** help small businesses get started in Defense Contracting. They can teach you the basics of doing business with DoD, specifically with DLA, and can provide many services. Many of them offer training seminars on a regular basis.
- ❑ **The Electronic Commerce Resource Centers** help small and mid-sized firms specifically with Electronic Commerce and understanding how it will be used within DoD. They provide training on EDI, Internet, and DoD Electronic Commerce issues. They can offer counseling for your company to better your technological needs.

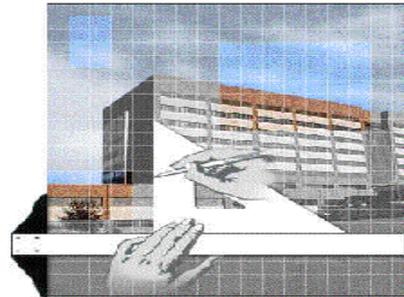


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## Government Contracting

- SBA HOME
- GC/BD HOME
- SITE MAP
- SEARCH
- COMMENT
- NEWS
- REGULATORY UPDATE
- GLOSSARY
- PRO-NET



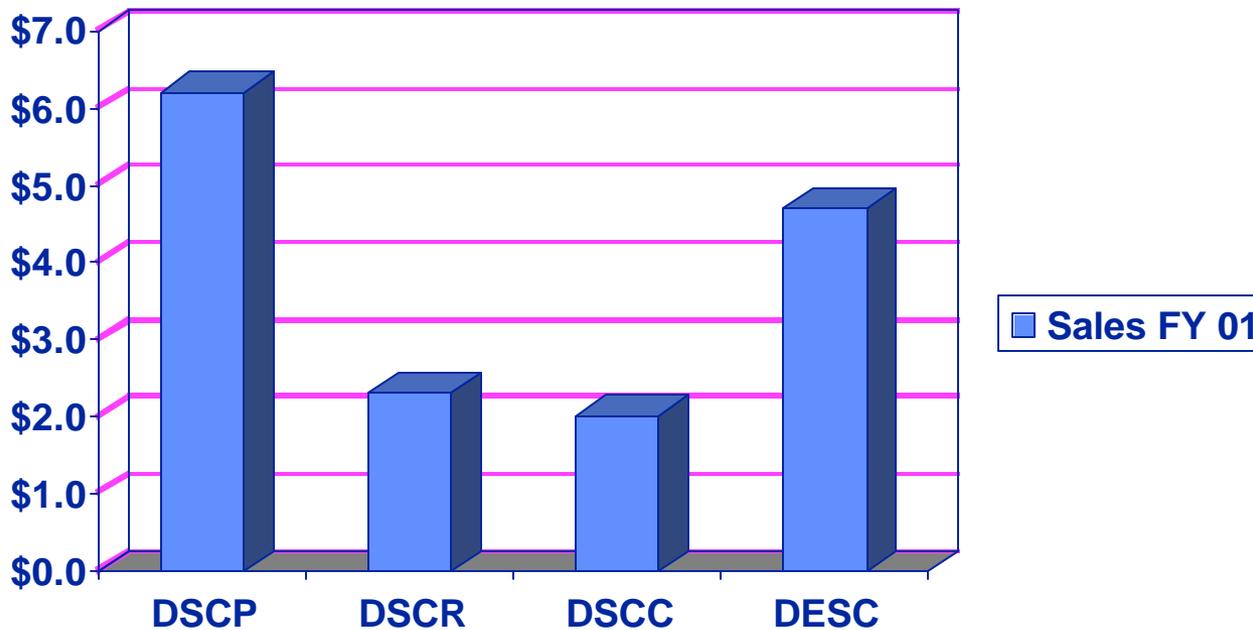
*Opportunities  
for today's small  
businesses*

- What's New
- What We Do
- Frequently Asked Questions
- Library and Resources
- Contacts

<http://www.sba.gov/GC/>



# *DLA FY 01 Sales by center at acquisition cost in Billions*





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### **SIMPLIFIED PURCHASES**

- ❑ **An excellent means for vendors to enter the federal marketplace is with Simplified Purchases. They are buys under \$100,000 that are processed using Simplified Acquisition Procedures.**
- ❑ **Quotations for these requirements may be solicited electronically, orally or written.**



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### **SIMPLIFIED PURCHASES (cont'd)**

- ❑ **Micro-purchases - under \$2,500. The government wide commercial purchase card is often used to acquire goods or services under this value.**
- ❑ **Acquisitions between \$2,501 and \$25,000 are reserved for small businesses as long as there are two or more small business vendors that can offer the product of two or more different domestic concerns who may be either large or small.**
- ❑ **Acquisitions between \$25,001 and \$100,000 are reserved for small vendors as long as there are two or more small business concerns that can offer the product of a small manufacturer.**



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### **LARGE PURCHASES**

- Buys that are estimated at over \$100,000.
- Negotiated, "Request for Proposals (RFP)" or
- Sealed Bid, "Invitation for Bid (IFB)"
  - <http://www.fedbizopps.gov/>



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### **BEST VALUE**

- ❑ Emphasis on factors other than price, e.g. quality, performance or technical merits.
- ❑ Best value allows the contracting officer to award to the firm that has the greatest probability of success in delivering the product.



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## **COMMERCIAL BUYING PRACTICE**

- Purchasing commercial items and emulating commercial procedures.
- Encourage quality commercial manufacturers in doing business with the government
- Product evaluation and demonstration of performance may be required.



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### **PRIME VENDOR**

- ❑ Commercial distributor of products
- ❑ PV enters into long term price, product and distribution contracts with suppliers for a variety of goods for regionally grouped customers.
- ❑ EC/EDI links all trading partners with the customer.



# Selling To the Government



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## Procurement Gateway Request for Quotations (RFQs)

### Search Results - Federal Stock Class (FSC)

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#	Quoting	Drawings	Specs/Std	Solicitation # Purchase Request	NSN	Issue Date Closing Date	Item Description Quantity/Unit Issue
1				SP050001TBL80 YPI01088000157	4120003346745	30-Mar-2001 14-Apr-2001	AIR CONDITIONER 12 / EA
2				SP050001TCJ46 YPI01099000606	4120013069523	10-Apr-2001 25-Apr-2001	PANEL 29 / EA
3				SP056001QD047 YPI01066000604	4120011022340	11-Apr-2001 18-Apr-2001	AIR CONDITIONER 2 / EA

1

1 - 3 of 3 results

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DEFENSE SUPPLY CENTER PHILADELPHIA - GENERAL AND INDUSTRIAL DIRECTORATE  
BUYER: FAB02 BILL ZERA (215)737-8194  
4120-00-334-6745 01 APR 14 01 OCT 06 YPIO1088000157  
SPO 500 01 T BL80 12 EA 01 MAR 30  
CLAUSE LOS9 APPLIES. FULL TEXT CAN BE FOUND AT:  
HTTP://WWW.DSCP.DLA.MIL/CONTRACT/DISCMASHTM  
NOTICE OF TOTAL SMALL BUSINESS - SET-ASIDE, FAR 52.219-6  
PROVIDE PRICE BREAK AT NEXT HIGHER QTY & PRICE ON MIN. PUR. QUANTITY  
SET ASIDE \$2500-25,000 MUST BE SMALL BUS SUPPLYING DOMESTIC ITEM  
SET-ASIDE > \$25,000 STATE MFR SIZE IN REMARKS  
DFARS 252.204-7004 KTRS TO BE REGISTERED IN CCR TO RECV AWDS  
THIS BUY IS NOT FAST PAY  
DEF PROGRAM APPLIES, SEE SPA PARA 12 (A) FOR INFO  
DESCRIPTION OF SUPPLIES  
AIR CONDITIONER  
R-22  
COOLING BTU'S 19,000-22,999  
HEATING BTU'S 14,000  
230/208 VAC, 60 HZ, SINGLE PHASE  
COMBINATION COOLING AND HEATING  
RESTRICTIONS FOR OZONE-DEPLETING REFRIGERANTS:  
FOR REFRIGERANT SYSTEMS: CLASS 1 OZONE DEPLETING  
SUBSTANCES (SECTION 602 (A) OF CLEAN AIR ACT, 42  
USC 7671 A(A) WILL NOT BE ACCEPTABLE AS  
REFRIGERANT GASES FOR THIS ITEM. HCFC -22,  
R-134A OR ANY ENVIRONMENTAL PROTECTION AGENCY  
ACCEPTABLE REFRIGERANT SUBSTITUTE WILL BE USED.  
TECH DATA AVAILABILITY:  
THIS NSN IS PROCURED AS FULLY COMPETITIVE IN  
ACCORDANCE WITH A MILITARY/FEDERAL  
SPECIFICATION/STANDARD. SEE SECTION L, CLAUSE  
52.210-2 FOR ORDERING SUCH DATA.  
BASIC I/A/W SPEC NR. OO-A-372F CANC DTD 92 SEP 02  
AMEND NR. DTD TYPE 1,ST 1,CL B,MOD 2,SZ 7  
MAIL TO/FREIGHT SHIP TO:  
0001 FHI FB2039 OK CITY ALC-TISD TINKER AFB OK 73145 12  
MARK FOR.



# Selling To the Government



## Master Document - DISC Form 2500D, Dec 1998

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DISC Form 2500D  
August 2000

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<b>ORDER FOR SUPPLIES OR SERVICES</b> <i>(Contractor must submit four copies of invoice.)</i>		<i>Form Approved</i> OMB No. 0704-0187 Expires Jan 30, 1997	PAGE 1 OF <b>7</b>
<p>Public reporting burden for this collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Department of Defense, Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington, VA 22202-4302, and to the Office of Management and Budget, Paperwork Reduction Project (0704-0187), Washington, DC 20503.</p> <p style="text-align: center;"><b>PLEASE DO NOT RETURN YOUR FORM TO EITHER OF THESE ADDRESSES.</b> <b>SEND YOUR COMPLETED FORM TO THE PROCUREMENT OFFICIAL IDENTIFIED IN ITEM 6.</b></p>			
1. CONTRACT/PURCH ORDER NO. <b>SP0560-01-M-N670</b>		2. DELIVERY ORDER NO.	
3. DATE OF ORDER (YYMMDD) <b>2001 APR 19</b>		4. REQUISITION/PURCH REQUEST NO. <b>YPI00297000670</b>	
5. PRIORITY <b>DOC9</b>		6. ISSUED BY CODE: <b>SP0500</b>	
7. ADMINISTERED BY (if other than 6) CODE: <b>SP0500</b>		8. DELIVERY FOB <input checked="" type="checkbox"/> DEST <input type="checkbox"/> OTHER <i>(See Schedule if other)</i>	
9. CONTRACTOR CODE: <b>89338</b>		10. DELIVER TO FOB POINT BY (Date) (YYMMDD) <b>10 DAYS ADO</b>	
11. NAME AND ADDRESS <b>FRIEDRICH AIR CONDITIONING CO. 4209 N. PAN AM EXPRESSWAY P.O. BOX 1540 SAN ANTONIO TX 782951540</b>		12. DISCOUNT TERMS <b>00.00 % 30 days</b>	
13. CRITICALITY: <b>C</b>		14. MARK IF BUSINESS IS: <input checked="" type="checkbox"/> SMALL <input type="checkbox"/> SMALL DISADVANTAGED <input type="checkbox"/> WOMEN-OWNED	
14. SHIP TO CODE: [ ] <b>See Schedule - Do Not Ship to Address in Block 6</b>		15. PAYMENT WILL BE MADE BY CODE: <b>S36054</b> <b>DFAS-COLUMBUS CENTER ATTN: DFAS-CO-SEI P.O. BOX 182317 COLUMBUS, OH 43218-6238</b> <b>EFT: T</b>	
16. DELIVERY		17. MARK ALL PACKAGES AND PAPERS WITH CONTRACT OR ORDER NUMBER	
16. TYPE OF ORDER		18. This delivery order is issued on another Government agency or in accordance with and subject to terms and conditions of above master contract.	
PURCHASE <input checked="" type="checkbox"/>		Reference your <b>offer dated 2001 APR 14, RK0004</b> and furnish the following on terms specified herein.	
<p><b>ACCEPTANCE.</b> THE CONTRACTOR HEREBY ACCEPTS THE OFFER REPRESENTED BY THE NUMBERED PURCHASE ORDER AS IT MAY PREVIOUSLY HAVE BEEN OR IS NOW MODIFIED, SUBJECT TO ALL OF THE TERMS AND CONDITIONS SET FORTH, AND AGREES TO PERFORM THE SAME.</p>			



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## **References**

□ <http://www.acq.osd.mil/sadbu/wosb/Procurement/>

□ <http://progate.daps.mil/home>



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