



Government  
Services Exchange

# Beginner's Guide to Government Contracting





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# Introduction to GSE

At **Government Services Exchange**, we have decades of experience as proven government contract consultants. The United States Federal Government is the **largest purchaser of goods and services in the world**. Selling to them could give you a steady and reliable form of income.

Learning how to sell successfully to the U.S. government can be extremely appealing, but it is a daunting task. If you are appropriately guided through the process, your business can and will soar.

Our on-hand experts will handle all of the qualification criteria and integration for your company so you can focus on running your business.

**Quit the guesswork; we can help you succeed** every step of the way.

By choosing GSE to assist you in taking on the U.S. Government as a client, your business will have a future filled with success.





# Foundations of Success: SAM Registration

A **System for Award Management (SAM) Registration** is the first step in securing government contracts. If you want to do business with the federal government, registering with the SAM and receiving your CAGE code is required.

A SAM Registration is necessary for any firm **to get paid for selling to the U.S. Federal Government**. Before receiving any certifications, marketing, or bidding for quality contracts, your company must obtain a CAGE code. The CAGE Code acts as a placement for what your business sells and what agencies it will sell to.

Being SAM registered will provide the building blocks to selling your products and services to the government. More importantly, it will deliver a seal of approval that shows **your business is a qualified company that the government trusts**.





# Foundations of Success: Capability Statements

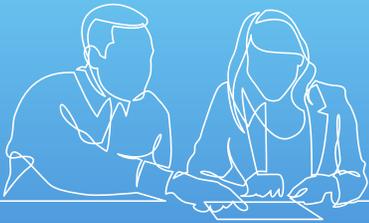
Once your CAGE Code is secured through the SAM registration, the next step in government contracting is to **draft a winning capability statement**.

A high-quality capability statement can display how well your business stacks up against the competition. Remember, you won't be the only business trying to obtain a contract.

A capability statement is a **condensed document of your business's main competencies** and is a critical tool in government contracting. In simple terms, it's a snapshot of your company that serves as a resume for your business.

The purpose of a capability statement is to convey to potential clients who you are, what you do, and how you stand out compared to competitors. Do it well, and your business could be on the way to securing a contract with the largest purchaser of goods and services in the world.





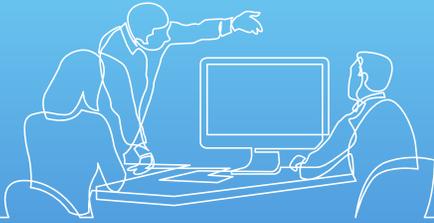
# Marketing Your Business: Proposal Writing

One of the most critical parts of government contracting is **writing a quality bid proposal**. Without it, your bids will never be won, and your company won't take advantage of being qualified to sell to the government.

A proposal for a government contract is a **formal plan laid out for considerations by a government consumer**. Proposals exist to break down what goods or services will be given to a consumer by a business and at what cost, time limit, and quality they will be provided.

It can be challenging to write a compliant proposal and adequately respond to further requests. Getting the assistance of a firm like GSE can help you deliver a high-quality proposal that will stand out amongst the competition.





# Marketing Your Business: GovExpert Database

Like any sort of sale, you will want to market yourself to the Federal Government. Merely bidding on a contract will not be enough. That's where our **GovExpert Database** comes in handy.

GovExpert is a vast database with every piece of information a company would need to take advantage of the Federal, State, and Municipal Government marketplaces. It compiles bid opportunities from over 2,000 different bid sites, and is customizable to your business by using keywords, industry codes, and class codes.

Along with **thousands of bid opportunities** to pursue, every bit of information needed to bid, market to government agencies, sub-contract, find partners and compile market research can be found in GovExpert.

Whether you are a current GSA Schedule Contract holder or routinely bid on open market opportunities, knowing who purchases your product or service is the key to building a high-quality government contracting business plan.

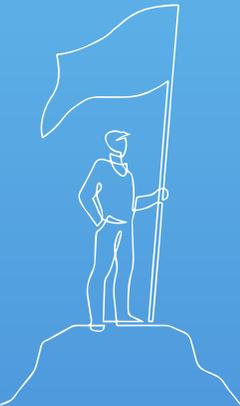
Simply put, **GovExpert is a one-stop-shop for all of your bidding and marketing possibilities.**





# Leveling the Playing Field

Of course, not all businesses have the same sales, reputation, or platform to be noticed in Federal Government contracting.



To level the playing field, disadvantaged businesses can obtain certifications that will give them recognition and a percentage of spending that is required by law.



# WOSB/EDWOSB Certification

Of the more than 500 billion dollars allocated annually by the government, approximately 25 billion is obligated solely to Women-Owned Small Businesses.

The **WOSB/EDWOSB** initiative was born to get more women in the business industry and give them the opportunities they lacked in the past. The certification will provide your small business an equal playing field and a share of the required federal spending.

To be considered eligible for the WOSB/EDWOSB Federal program, your small business must be **51 percent owned and controlled by women**, and women must manage day-to-day operations.

A WOSB/EDWOSB Certification is meant for industries where women are underrepresented. The benefits of securing a certification, and later a contract, are extensive and will help your business succeed in the future.

Becoming certified will eliminate competition by gaining access to exclusive bidding rights on WOSB/EDWOSB set-aside solicitations.





# VOSB/SDVOSB Certification

The sacrifices that military veterans make are the reason we stay safe and free at home. A Veteran-Owned Small Business Certification can secure your company a seal of approval from the government and a shot at consistent buyers.

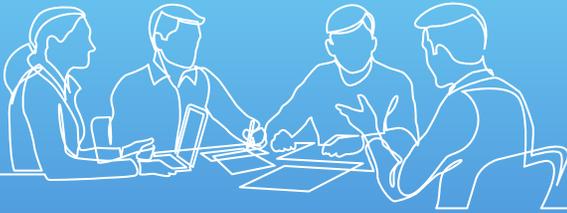
**Veteran-Owned Small Business/Service-Disabled Veteran-Owned Small Business** certifications are designed to help Veterans who own small businesses to achieve success. The federal government awards at least three percent of all contracting dollars to VOSB/SDVOSB Certified businesses.

To be considered eligible for a **VOSB/SDVOSB Certification**, your small business must be at least 51 percent owned by a veteran U.S. Citizen. In addition, the veteran must hold the highest officer position, have no Federal debts or obligations, and have easy access to the DD214 form.

Receiving a VOSB Certification will give your business limited competition, a consistent buyer, and a seal of approval from the Federal Government.



# 8(a) Certification



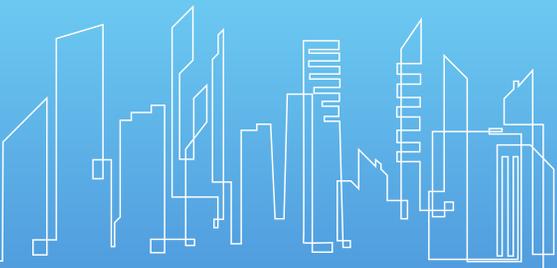
Securing a HUBZone Certification with GSE will help your economically disadvantaged business gain access to Government Contracts and help you become more competitive.

The SBA designed the **8(a) Certification Program** to aid in ownership diversity and give small disadvantaged businesses an equal playing field. Securing the certification will give your business a stamp of approval from the Federal Government and access to required spending percentages.

The 8(a) certification is aimed to assist organizations that are 51 percent owned and controlled by socially and economically disadvantaged individuals. According to the **SBA**, African-Americans, Hispanic-Americans, Asian-Pacific Americans, Native Americans, and Subcontinent Asian Americans are considered socially and economically disadvantaged.

The federal government aims to award more than **five percent of contracting dollars to these small disadvantaged businesses each year**. If you apply and secure an 8(a) certification, the benefits that accompany it will undoubtedly help your disadvantaged small business grow.





# HUBZone Certification

Securing a HUBZone Certification with GSE will help your economically disadvantaged business gain access to Government Contracts and help you become more competitive.

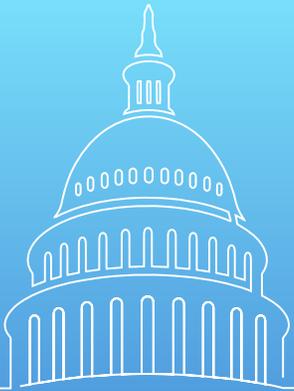
**Historically Underutilized Business Zones** are distressed rural and urban communities, which typically have low median household incomes and a notoriously high unemployment rate.

**Three percent of all federal contracting dollars** are set-aside for Historically Underutilized Business Zones. If your small business lies within one of the HUBZone areas throughout the country, a government certification could help you be noticed and increase annual revenue.

To be eligible for a **HUBZone Certification**, your business must lie within a designated Underutilized Business Zone, as well as be operated by 51 percent or more U.S Citizens.

To see if your business lies within a HUBZone area, check out this [map](#)!





# Getting the Most out of Government Contracting: GSA Schedule Contract

**GSA Schedules**, also known as Multiple Award Schedules and Federal Supply Schedules, are five-year contracts that can be renewed for three separate five-year terms (totaling 20 years) between a government agency and a commercial supplier. A GSA Schedule Contract is the biggest and best vehicle for obtaining a government contract.

**Businesses small and large can obtain a GSA Schedule Contract** to sell products, services, or facilities to government consumers. Doing so can secure your business a reliable and steady source of income.

Obtaining a GSA Schedule Contract provides you a relationship with a powerful entity. While the money alone is enough, that **recognition from a Government agency will reach your customers** and give your business appreciated value.



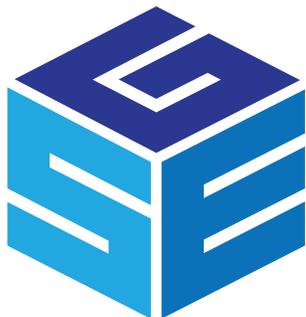


# Now, Start Selling!

Now that you know the ins and outs of government contracting, it is **time to start bidding** on contracts and optimizing your business for success.

However, that is easier said than done. The government often speaks in dense tongues that can seem like a different language. Additionally, the paperwork, time, and knowledge it takes to successfully sell to the government can be hard to handle.

The expertise it takes to sell to the U.S. Federal Government properly is something that does not come overnight. At GSE, we have experts with more than 25 years of familiarity that will help you from beginning to end. No matter the size of your business, contact us today to get started on your journey to selling to the Federal Government.



## Contact GSE

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