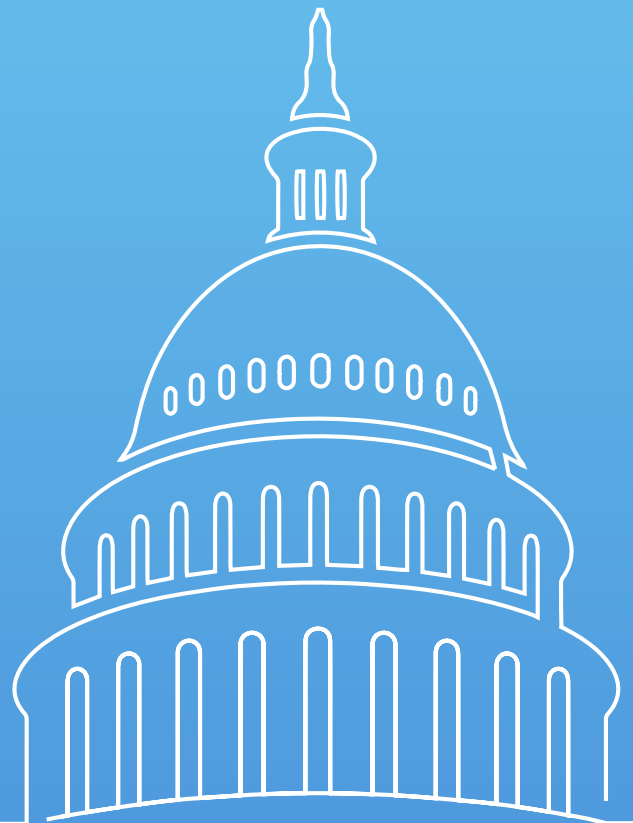




Government
Services Exchange

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.

Optimizing your business to be registered under the System for Awards Management 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.

Of course, registering with the SAM is easier said than done. It takes expert knowledge and experience to appropriately fill out and submit the necessary paperwork.

GSE has qualified specialists on hand who can help simplify the process and get your firm on its way to securing a share of billions of dollars worth of federal spending.





Foundations of Success: Capability Statements

Once your CAGE Code is secured, 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.

A well-written capability statement should be concise and directly related to the federal agency you are hoping to do business with. A strong capability statement should be brief, visually engaging, and spell out the things your firm does well.





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 GovExpert 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.

Government contracting can be challenging if you do not have the correct information or knowledge of what to do with that information. The GovExpert database compiles bid opportunities from over 2,000 different bid sites. It 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: WOSB/EDWOSB Certification

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.

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.

Eligibility

To be considered eligible for the WOSB/EDWOSB Federal program, your small business must meet the following requirements.

- Be at least 51 percent owned and controlled by women who are U.S. citizens.
- Have women manage day-to-day operations and also make long-term decisions
- Be owned and controlled by one or more women, each with a personal net worth less than \$750,000

Benefits

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.

- Eliminate competition by gaining access to exclusive bidding rights on WOSB/EDWOSB set-aside solicitations
- Marketing advantages through government exposure and logo use.
- Many city, county, and state governments have WOSB/EDWOSB contracting goals to meet, meaning increased opportunity for your business.





Leveling the Playing Field: 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.

Eligibility

To be considered eligible for a VOSB/SDVOSB Certification, your small business must be at least 51% owned by a veteran U.S. Citizen. In addition, the following standards are used to deem a firm eligible.

- The veteran must hold the highest officer position and receive the highest compensation in the company.
- Businesses must be appropriately licensed with federal and state governments.
- The veteran has no federal debts or outstanding obligations.
- Access to DD214 form

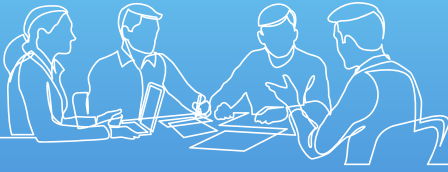
Benefits

On top of receiving limited competition, a consistent buyer, and a seal of approval from the Federal Government, here are some of the benefits you will encounter when you receive a VOSB/SDVOSB Certification.

- Access to a broader procurement pipeline
- Access to SBA Office of Veteran Business Development
- Marketing benefits of using VOSB/SDVOSB logo
- Dept. of VA "Rule of Two"



Leveling the Playing Field: 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 Small Business Association 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. If you fall into this category, billions of dollars worth of federal spending could be waiting for you.

Eligibility

As of 2020, to qualify for the 8(a) socially or economically disadvantaged business program, you must fall under the following conditions.

- Not already have participated in the 8(a) program.
- Be at least 51% owned and controlled by minority U.S. citizens who are economically and socially disadvantaged.
- Be owned by someone whose personal net worth is \$250,000 or less.
- Be owned by someone with \$4 million or less in assets.
- Show potential for success and be able to perform successfully on contracts.

Benefits

The federal government aims to award more than five percent of contracting dollars to 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. Benefits include:

- Competition for set-aside and sole-source contracts in the program
- Receive management and technical assistance, including business training, counseling, marketing assistance, and high-level executive development that can push your small business to the next level
- Limited competition – only 8500 companies are 8(a) certified out of 24 million businesses in the USA.
- 8(a) certified firms receive a 10% price consideration.
- Access to joint venture/mentor protégée programs.



Leveling the Playing Field: 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.

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.

Eligibility

To be considered eligible for a HUBZone certification, an organization must be a small business according to SBA standards. The eligibility requirements are as follows:

- Be at least 51 percent owned and controlled by U.S. citizens, a Community Development Corporation, an agricultural cooperative, a Native Hawaiian organization, or a Native American tribe.
- Have its principal office located within a HUBZone
- Have at least 35 percent of its employees live in a HUBZone

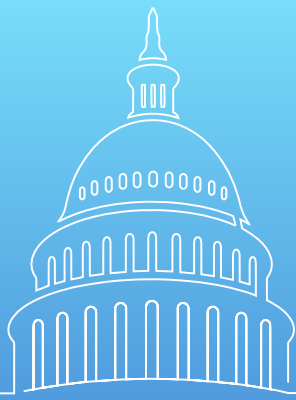
To see if your business lies within a HUBZone area, check out this map!

Benefits

Three percent of all federal contracting dollars are set-aside for Historically Underutilized Business Zones.

- 10% pricing advantage over its competition bidding on the same government contract.
- HUBZone firms are eligible to bid on set-aside contracts, limiting the scope of competition to only HUBZone certified firms.
- 3% of prime contracts are mandated to be subbed out to HUBZone certified businesses.
- The SBA has special programs set up for Bonding and Loans to assist HUBZone companies





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, as well as a stamp of approval from one of the most recognized entities in the world.

Eligibility

To qualify to be awarded a GSA Schedule Contract, companies must meet the following criteria.

- Financial Stability
- At Least 2 Years in Business
- Proven past performance
- Commercially available products/services/facilities
- Depending on the contract, the eligibility standards may become even more challenging to reach.

Benefits

Being awarded a GSA Schedule Contract can potentially be the driving force to grow your business. The federal government is the largest purchaser of goods and services globally; so, utilizing the trillions of dollars spent annually is in your best interest. Benefits include:

- Limited competition
- A simplified sales process
- Recognition from the government

Obtaining a GSA Schedule Contract provides you with a steady source of income from a powerful entity. While the money alone is enough, that recognition from a Federal Government agency will reach your customers and give your business appreciated



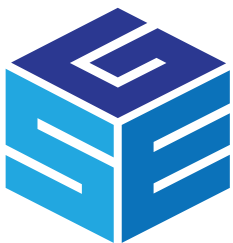


Now, Start Selling!

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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