



MARKETING TO THE NAVY/U. S. MARINE CORPS: THE BASICS

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ARE YOU READY TO MARKET TO THE GOVERNMENT?

IDENTIFY YOUR PRODUCT/SERVICE

FEDERAL SUPPLY CLASSIFICATION CODE (FSC) OR
PRODUCT SERVICE CODE (PSC):

EX: D302 ADP systems development services

<http://www.dlis.dla.mil/h2> or

<http://fpdcapp.gsa.gov/pls/fpdsweb/PscWiz>

IDENTIFY YOUR NORTH AMERICAN INDUSTRY CLASSIFICATION CODES

EX: 541512 Computer Systems Design Services

<http://www.census.gov/naics> or website below

DETERMINE SBA SIZE STANDARD

EX: 541512 \$21M average annual receipts preceding 3 yrs

NOTE: There is a separate size standard for each NAICS.

<http://www.sba.gov/size/indexsize.html>



SBA DYNAMIC SMALL BUSINESS SEARCH

SBA's PRO-Net & CCR merged in December 2002. When registering in CCR, select "small business" & a sub-set of your CCR data will be sent to SBA for size validation & inclusion in DSBS.

- Update profile every 18 months
- Complete a *QUALITY* profile
- Government uses DSBS to: (1) perform market research to locate small business/8(a)/HUBZone/SDVOSB primes, (2) verify small business reps & certs for primes, proposed subcontractors, & prime subcontracting program compliance reviews
- Industry uses DSBS to: (1) locate subcontractors or teaming partners, (2) verify subcontractor small business status

<http://www.ccr.gov> & click on "Dynamic Small Business Search"

*"The survival of small business is
essential to our Homeland Defense."*
President George W. Bush, October 24, 2001



DATA UNIVERSAL NUMBERING SYSTEM (DUNS)

- Mandatory before registering in CCR
- Provided by Dun & Bradstreet (D&B); free
- Web request & receive within 48 hours; telephone request takes approximately 10 minutes
- Unique 9-character identification number for each location/address & each legal division
- List sold to other companies; must contact D&B to request removal from marketing list

<https://eupdate.dnb.com/requestoptions/government/ccrreg/>
OR (866) 705-5711

CENTRAL CONTRACTOR REGISTRATION (CCR) (linked to DSBS)

- Mandatory to receive DoD prime contract
- Allows electronic payment
- **Must renew annually or expires**
- Automatically assigns a Commercial and Government Entity (CAGE) Code
- Automatically assigns a Marketing Partner ID (MPIN) to access other government applications (EX: Past Performance Information Retrieval System, etc.)

<http://www.ccr.gov>



ONLINE REPS & CERTS APPLICATION (ORCA)

Effective 1/1/2005, FAR 4.12 mandates prospective contractors to complete electronic annual representations & certifications via ORCA when registering in CCR.

- Must have an active record in CCR to register
- Need MPIN from CCR
- Update minimum every 365 days

<http://www.bpn.gov> OR <http://orca.bpn.gov>

WIDE AREA WORKFLOW-RECEIPT & ACCEPTANCE (WAWF-RA)

WAWF is a secure web-based system for electronically processing invoices, receipts, and acceptance being deployed DoD-wide.

Vendors must register in the Wide Area Workflow - Receipt and Acceptance system in order to compete for DoN/USMC requirements. <https://wawf.eb.mil>

Web-based training for vendors is available with an overview of the WAWF system: <http://www.wawftraining.com>

Optional vendor two day training conference: <http://www.fgrrb.org>



LOCATING NAVY/USMC CUSTOMERS/OPPORTUNITIES: Most Navy/Marine Corps business opportunities are either posted to the Navy Electronic Commerce Online (NECO) website or linked to it. Vendors must be registered in CCR & complete an online reps and certs on the ORCA website prior to submitting a bid on NECO. <http://www.neco.navy.mil>

USE AVAILABLE RESOURCES

- **SMALL BUSINESS ADMINISTRATION (SBA)**
 - Counseling – in person, email
 - Small business certifications
 - Financial Assistance
 - Training (online, classroom, free or low cost)

<http://www.sba.gov>
- **PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACS)**
 - Counseling – in person, email
 - Registration assistance
 - Bid-matching
 - Training (online, classroom, free or low cost)

<http://www.dla.mil/db/procurem.htm>
- **SERVICE CORPS OF RETIRED EXECUTIVES (SCORE)**
 - Counseling – in person, email, field visit
 - Training (classroom, free or low cost)

<http://www.score.org>
- **SMALL BUSINESS PROGRAM OFFICES**
 - Located at every DoD & Federal buying activity
 - Navy/USMC: <http://www.hq.navy.mil/sadbu> & click on “Navy Contracting Activities”
 - All DoD: <http://www.acq.osd.mil/sadbu/> & click on “Links” or “Doing Business with DoD” & “DoD Small Business Specialists”
- **SMALL BUSINESS LIAISON OFFICERS (SBLO)**
 - DoD Major Prime Contractors Directory with SBLOs at <http://www.acq.osd.mil/sadbu/> & click on “Doing Business with DoD”

FEDBIZOPPS

DoD & Federal contracting activities synopsise *most* proposed requirements & contract awards >\$25,000 in FEDBIZOPPS.

- Active or *archive* search by dates and/or:
 - Type of Notice
 - Solicitation number or contract number
 - Place of performance zip code
 - Set-aside type
 - NAICS/FSC/PSC
 - Key words
 - Selected agencies
- Register for Vendor Notification Service by:
 - Specific solicitation number
 - Same selections as above
 - **All** procurement notices (*caution*)

<http://www.fedbizopps.gov>

NETWORK! NETWORK! NETWORK!

Learn to recognize a good marketing & networking opportunity when you see it!

IN PERSON: THE PITCH

- Have *three* marketing alternatives ready at all times:
 - “Elevator speech”
 - One page capability sheet
 - Full capability presentation
- Know your audience
- Be focused & be brief
- Stand out from the crowd!
- How can the customer benefit from doing business with you?
- What problems/challenges do you solve for your customer?
- One page capability sheet
 - Few graphics
 - Company name, website, contact info, locations, small business categories, CAGE Code
 - Certifications
 - NAICS & capabilities
 - DoD/Federal/State & Local Contracts with POC info
 - Significant subcontracts with POC info
 - GSA Contracts (if any)

EMAIL MARKETING

- Send to the right customer! Frequency?
- Marketing pitch, virus, or SPAM? Include subject line & content in body of email, not just an attachment
- Be brief - use your one page capability sheet
- Limit graphics – oversized attachments may be stripped
- Stand out from the crowd!
- How can the customer benefit from doing business with you?
- What problems do you solve for your customer?
- The following attachments will **not** be received by DoN/USMC recipients on the NMCI system: .avi, .bat, .cmd, .com, .dll, .eml, .exe, .pif, .scr, .shs, .vbs, .vbe, and .zip

KNOW YOUR COMPETITORS

- Who are they?
- What are their strengths? Weaknesses?
- Review their brochures, websites, DSBS Profiles.

TARGET THE RIGHT CUSTOMER

- Develop a Business Plan and Marketing Plan.
- Who are your potential customers? Which agencies/activities?
- What are their needs? Challenges? Review websites!
- Know your limits!
- Know your customers regulations/procedures
 - Federal Acquisition Regulations (FAR) <http://www.arnet.gov/far>
 - Defense Acquisition Regulation Supplement <http://www.acq.osd.mil/dpap/>
 - Navy Marine Corps Acquisition Regulation Supplement (NMCARS) (Formerly the “NAPS”) <http://www.acquisition.navy.mil/navyaos/content/view/full/3464>
 - FAR/DFARS/NMCARS Comparison Tool <http://www.acquisition.navy.mil/rpgoal>
 - Don Acquisition One Source <http://www.abm.rda.hq.navy.mil/>