



Maryland
PTAP
Procurement Technical Assistance Program
A program of the Maryland SBDC Network

At the University of Maryland



Presented by:

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Our Purpose

- Mission is to help businesses effectively market their products & services to federal, state, and local government agencies. The PTAP is DoD's official outreach to small business entities.

Assisting Small Businesses

- In Becoming Compliant with the 7 FAR Responsibility Standards
 1. Adequate Financial Resources
 2. Compliance With the Performance/Delivery Schedule
 3. Satisfactory Performance Record
 4. Satisfactory Record of Integrity and Business Ethics
 5. Necessary Organization, Experience, Accounting and Operational Control
 6. Necessary Equipment and Facilities
 7. Otherwise Qualified and Eligible

Providing Advice to Small Businesses

on

Marketing/Selling to Govt Agencies & Primes

Relationship-building – getting to know their customers

Targeting agencies

- Knowing & understanding:
 - What they need/buy
 - Their mission
 - How to be chosen over competitors
 - Becoming a responsive, responsible, accountable vendor

The MD PTAP Assists With



- Identification of potential customers by:
 - Targeting – those agencies in your geographic area
 - Gathering information from prime contractors and matching them with qualified small businesses

Our clients learn about

- Acquisition Plans
- Funding Chains
- Sources Sought
- Bid Notices
- Government Websites
- What federal & state governments purchase
- Strategic Marketing (Find-Sell-Grow)

The MD PTAP Assists Clients in Creating a Strategic Work-plan

- Which agency programs require your product/service
 - Use the Federal Procurement Data base
 - www.fpds.gov
 - www.fedbizopps.gov
 - www.fedspending.gov
- Who are the decision makers
 - How are they reached?
- Who are the competitors?
- How to register to obtain future bid information
- Best value considerations – what are the customer hot buttons and insights into problems and potential solutions

The MD PTAP Assists Companies to:

- Understand that contracts already awarded provide possible new business opportunities
- Why? Contracts tend to “repeat” themselves
 - i.e. service and product contracts tend to repeat themselves in predictable fashions
 - Key into end dates of existing contracts that match your company’s capabilities

The MD PTAP Offers Specialized Workshops & Training Classes

- Learn How to Respond to an RFP/RFQ
- General Services Administration (GSA Schedules)
- Successful Contracting with the Federal Government
- Introduction to Federal Contracting & Simplified Acquisitions
- Radio Frequency Identification (RFID)
- Federal Government Contracting for IT Companies
- Winning Cost Proposals
- Program Management for Small Businesses
- SBIR and STTR Proposal Preparation
- Wide Area Work Flow (WAWF)
- Small Business Certifications
- CCR & Dynamic Small Business Search Engine registration



We Preach That Government Buyers and Prime Contractors

- Hate poor product quality & service performance
- Want to do business with vendors that meet requirements (even if at a higher price), are always on time and within budget
- Want to be dealt with in a truthful straightforward manner (communication)



LAST BUT NOT LEAST

- Our clients are counseled on how to
 - Be persistent and patient
 - Develop a pipeline of sales calls and keep calling
 - Don't use e-mail as a substitute for personal contact
 - Always have a reason to come back another time
 - Don't be adversarial or a "know-it-all"
 - REMEMBER, GOVERNMENT EMPLOYEES and PRIME CONTRACTORS ARE PEOPLE TOO.

Here are the Don'ts

- Don't rely on “outsiders” to do the direct selling for you
- Don't rely solely on marketing; always follow a marketing piece with a sales call
- Don't rely on small, disadvantaged or woman-owned business status as these certifications are sales tools not guarantees
- Don't rely on having a GSA Schedule as you still need to market/sell
- Don't ASSUME a member of Congress will open doors for you - it is important to have a solution to a problem once you are let inside

Remember...The MD PTAP Provides

INDIVIDUALIZED COUNSELING

- Government marketing strategies
- Government certifications & registrations
- Government marketing & business training
- Government policies & regulations
- GSA Schedule application
- Bid & proposal assistance
- Pre and post award audits
- Business Assessments and much, much more...



How to become a client....

- Have a primary place of business in Maryland
- Be a viable government contractor/supplier
- Be willing to provide data about your company & its operations (held confidential)
- Be willing to actively pursue bid opportunities
- Be willing to submit Semi-Annual Client Award Reports
- Be willing to submit an annual evaluation survey on the PTAP Services you have received
- Go to our website:



www.mdptap.umd.edu – click on **Contact Us** and complete the online request for counseling form.

Meet the MD PTAP Staff

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