Maryland Contract Spending & Opportunity Dashboard

Prepared for Montgomery County Chamber of Commerce

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Some of the country’s largest vendors work in Maryland, and the recent spending trend is strong.
Montgomery County saw $8.4 billion spent there in FY 2017, including $3.2 billion with small companies.
The State of Maryland Supports Small Federal Vendors With A Wide Range of Programs

**Maryland Small Business Points of Contact**  
*Researched as of 02-08-2018*

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Resources Supporting Small Vendors Are Available From Federal, State and Local Sources

Click here to download contracting manual

Government Contracting Information

Business to Government Resources

Looking for new business opportunities? From lawn services to computer equipment, the government (local, state and federal) has everything. These resources can assist you in identifying and pursuing new opportunities to do business with the government.

Download

Helpful Tips and Guides

- Maryland’s Government Contracting Guide – Provides assistance, information and encouragement on accessing federal opportunities in Maryland.
- Do’s and Don’ts of Contracting - Tips and resources on doing business with the government.
4 STEPS FOR GROWING IN THE FEDERAL MARKETPLACE WITH INTEL & PLANNING

**Step 1: Putting the fundamental corporate building blocks in place**

- Do I have a written business plan with clearly defined goals, missions and capabilities?
- Are all my necessary incorporation, banking, licensing, bonding, insurance and financial applications filed and approved?
- Can I demonstrate a history of commerciality in the work I want to pursue?
- Am I in compliance with applicable hiring, pay and benefits regulations?
- Do I have the necessary bookkeeping software for performing government work and are my books in order?
- Do I have the necessary agreements in place – NDA, consulting, teaming, licensing?
- Have I prepared professional-looking marketing collateral?
- Is my web site, email and e-commerce software (if needed) running securely and glitch-free?
- Do I have a presence on social media?
- Am I prepared to accept calls, accept orders, hold and conduct meetings in person and online?
- Am I registered and certified to perform government work?
- Am I staffed up and financed to bid on and perform agency contracts that may be bigger than what I am used to performing?
- Do I have the necessary contract vehicles for performing prime contract work?
- Have I taken advantage of all the possible small business certifications appropriate for my status?
Step 2: Turning a plan into a strategy

- Based on an assessment of the market and my company profile, which opportunities are a “best fit?”
- What percentage of the requirements can I fulfill with my own company resources?
- Which opportunities should be primed, teamed or sub-contracted?
- How much is each qualified opportunity worth?
- How much time will it take to pursue each opportunity?
- If I won XX% of the opportunities I pursue, do I have the time and resources necessary to complete the work?
- What would my staff, costs, overhead, revenue, cash flow, profit/loss look like in six months-one year after pursuing these opportunities?
- Who do I know at every level of the decision chain connected to these opportunities?
- What do these decision-makers need from me to convince them to do business with my company?
- What is the best way to convey this information to the decision-makers – email, calls, meetings, social media?
4 STEPS FOR GROWING IN THE FEDERAL MARKETPLACE WITH INTEL & PLANNING

Step 3: From strategy to execution

- What are the relevant milestones and deadlines for each opportunity, and do I realistically have enough time to meet them?
- Have I entered all relevant tasks on my business calendar with clear milestones and firm deadlines?
- Have I assembled all the required materials to participate in the bid – bios and resumes, price sheets, company profile, reps and certs?
- Are all teaming agreements reviewed and signed?
- Are all the proposal-writing tasks understood and assigned?
- Will the deadlines be met?
- Am I tracking each opportunity closely, day-to-day, so that every new change is given an immediate and appropriate response?
4 STEPS FOR GROWING IN THE FEDERAL MARKETPLACE WITH INTEL & PLANNING

**Step 4: Bid, assess, manage, expand**

- Did I meet my bidding obligations? Why or why not?
- What are the key lessons learned from the opportunities both won and lost?
- In the event of a losing bid, have I taken advantage of all post-bid de-briefing opportunities with the agencies?
- What adjustments are need to my business plan to minimize unproductively spent time?
- What patterns emerge from the successful bids?
- What additional resources, if any, do I need to fulfill my new contractual obligations?
- How can I leverage my new business relationships into new opportunities?
- What new opportunities are on the horizon?
# DO’S AND DON’TS OF FEDERAL GOVERNMENT CONTRACTING

## FEDERAL OPPORTUNITIES

**Be prepared with:**
- NAICS Code for your product or service
- Federal Supply Code/Product Service Code to classify products and supplies, and read the manual
- Dun & Bradstreet GUNS Number

**DO**
- Learn the basics and use Federal Business Opportunities (FedBizOpps)
- Get classified as a small business and pursue certification of other socio-economic categories if you qualify through the U.S. Small Business Administration (SBA)
- Register with the System for Award Management (SAM); government-maintained database is a primary source that Federal agencies use to learn about prospective vendors
- Obtain Commercial & Government Entity Code (CAGE) through the SAM registration
- Create a profile in SAM that goes to the Dynamic Small Business Search (DSBS) to be used by procurement officers to identify qualified government contractors
- Ensure that your accounting system meets the Federal requirements based on your size
- Work with your lender to arrange advancement payment and receivables financing
- Have the ability to accept credit cards and electronic funds transfer capability
- Have a website and a capabilities statement that contains your products, services, qualifications, certifications, and NAICS, Qualified Bidders List (QBL) or CAGE codes. Also include past performance, awards and recognitions that are verifiable
- Distinguish your firm with a niche or unique products or services
- Become familiar with agency regulations and the Federal Acquisition Regulation (FAR). Take courses as it is a challenging subject
- Know your customers, understand what and how they buy, learn the culture and process of each agency. Do your homework and study their website and review their forecasts and contracting history
- Regularly review FedBizOpps for business opportunities over $25,000. Learn how federal agencies purchase goods and services for under $25,000

**DON’T**
- Forget about keeping your SAM data up-to-date
- Pursue solicitations requiring security clearances if you don’t have them
- Have too broad a scope of products or services and narrow your target agencies focus

## Relationships, relationships, relationships

**DO**
- Meet with the Federal agency’s small business office (OSDBU) to learn about opportunities. Use them to connect you to the project managers whose issue you want to solve
- Pursue subcontracting or teaming opportunities or teaming agreements with Prime government contractors
- Attend agency business and bidding forums, expos and conferences. Use for educational and networking purposes as many prime contractors also attend
- Provide a presentation to a project officer or a prime contractor that is crisp, precise, and be prepared to provide technical specifications. Request the technical experts attend the meeting
- Describe concisely how you can solve their problem

**DON’T**
- Schedule a meeting until you have:
  - Completed all the steps above
  - Finished all your homework, reviewed their websites and researched the customer and their needs
  - Identified the problem you will solve with the specific niche of the product or service you provide
  - Prepared your capabilities statement and technical specifications