

FOUNDATIONS IN CONTRACTING

MSU Strategic Partnership Center

424 N Riverfront Dr., Suite 210
Mankato, MN 56001

Register today at bit.ly/MNPTAC-eCenter

This series was developed for the small business vendor that is new to the government marketplace. We intend to walk you through the steps to build your foundation so that when you submit a proposal or bid, you are knowledgeable in all facets of the contracting process, and confident in your response.

The Foundations in Contracting series is free, however, you are expected to commit to 3 full days over the course of one month. There will be some homework along the way to verify the topics are making sense and to ensure we are presenting in a manner that works for the business participant.



COURSE SCHEDULE

All sessions will be held at the MSU Strategic Partnership Center. Lunch is on your own.

SESSION	DATE	TIME
Session 1: Basics of Government Contracting	February 27	9:00 a.m. – 12:00 p.m.
Session 2: Getting Started in the Government Market	February 27	1:00 p.m. – 4:00 p.m.
Session 3: How to Research and Target Your Market	March 7	9:00 a.m. – 12:00 p.m.
Session 4: Government Marketing – Preparing Appropriate Materials	March 7	1:00 p.m. – 4:00 p.m.
Session 5: Understanding Solicitations	March 21	9:00 a.m. – 12:00 p.m.
Session 6: Writing Proposals	March 21	1:00 p.m. – 4:00 p.m.

QUESTIONS?

Please contact Christina Nebel-Dickerson at Christina.Nebel-Dickerson@state.mn.us or (651) 201-2629.

SESSION DESCRIPTIONS

FOUNDATIONS SESSION 1 & 2

1. BASICS OF GOVERNMENT CONTRACTING

This class is an overview of the Government Market; Statistical Information about Government Purchasing, Resources for Researching the Market, Procurement History and Statistics, how the Government purchases, types of procurement methods, what is required of the Vendor to participate in the process, and how PTAC can assist with government contracting efforts and discussion of Bid-Match service.

2. GETTING STARTED IN THE GOVERNMENT MARKET

Vendors will actually start the process to prepare online registrations necessary to be recognized as a Vendor to the government. Complete overview of required registrations; Secretary of State registration of legal names/dba; Dun and Bradstreet registration; creating SAM account, required notarized letter and entity profile; SBA Profile; training provided on Positioning for Success; overview of certifications and registrations available in addition to the above (8(1), WBENC, WOSB, EDWOSB, VOSB, SDVOSB, HUBZone, DBE, TG/VO/ED, MBE, CERT, etc.). Engage with a PTAC counselor for assistance and if appropriate and setup a bid-match profile.

FOUNDATIONS SESSION 3 & 4

3. HOW TO RESEARCH AND TARGET YOUR MARKET

Vendors will receive training on how to conduct research for government markets. Training will include (not limited to) the following websites/tools: Bid-Match, FPDS, GSA SSQ, GSA, FBO, USAspending, state and local government on the net, schedule competitive research, DSBS competitive research, SAM research, Google.

4. GOVERNMENT MARKETING – PREPARING APPROPRIATE MATERIALS

Vendors will review their current materials and develop enhanced materials that include DUNS, CAGE, NAICS, PSCs, FSCs and mission focused content for their appropriate target market. This will be a hands on interactive workshop that will review and evaluate current practices on the following materials: business cards, email protocol (sending, receiving, response, signatures, and appropriate content), letterhead, websites, brochures, PowerPoint presentations to agencies, past performance narratives and capability narratives, as well as developing data bases for each.

FOUNDATIONS SESSION 5 & 6

5. UNDERSTANDING SOLICITATIONS

This class will everything you need to know about solicitations – what are they and how to respond. Training will be provided on industry acronyms, understanding the Uniform Contract Act and deciphering a solicitation will be key focuses. Vendors will be trained in the research, target, response approach using FBO and Google as reference tools. Information on how to respond to solicitations, expected outcomes, and solicitations.

6. WRITING PROPOSALS

Attention to detail, reading and writing are the focus of this session. Using the solicitations (RFP or RFQ or another acceptable solicitation) from the previous class, you will analyze, understand the directions and understand the correlation between directions and evaluation factors. Checklists and time line matrices will be given as a tool for successful completion of the solicitation.