

Updated March 2014

Federal Contracting BootCamp Program



Interested in gaining a better understanding of Federal business opportunities? Please consider registering for our Federal Contracting **BootCamp**, where we immerse you in the Federal Proposal culture and work with you to develop a Government focused Business Development plan. In this two day workshop you will create a ***Plan of Action***, and get better prepared to compete for Government contracting opportunities. If you are exploring government contracting, this **BootCamp** is a great way to get introduced to available options.

Course Description

The **BootCamp** is two full days of training, covering a wide range of Federal contracting topics. The detailed agenda below provides an outline for the course, and the topics that will be explored. Many of the topics discussed, could be expanded to a full day, but our purpose is to provide you a comprehensive look at the Federal Contracting world and help you identify your areas of strength as well as areas you could use some improvement.

Who Should Attend?

As a guide, typical participants include;

- Principles, new to Government Contracting
- New Government Contract Management team members
- Experienced contract professionals seeking to expand into other government arenas (GSA Schedule vs. RFPs & RFQs...)
- Individuals who wish to expand their government contracting knowledge
- Educators interested in improving curriculum
- Business Development professionals interested in learning about government opportunities
- People interested in understanding what and how the government buys

Federal Contracting BootCamp Program

Course Outline

Day One

Introduction to Government Commerce

- Identifying Federal Customers
- Small Business Set-asides
- Federal Agency Goal Achievement of those Set-asides
- Strategic Cycle Planning
- How Agencies Buy
- Micro Purchases
- State and Local Customers
- Simplified Acquisitions
- And more...

Prerequisites

- NAICS Codes and their Importance
- Standard for Small Business Classification
- Small Business Classifications
- DUNS Numbers
- SAM Registration
- FARS

Finding the Business and Marketing

- Federal Bid Sites
- Commercial Bid Sites
- Success Behaviors
- Marketing Approach
- Competitive Analysis
- USP (Unique Selling Proposition)

Competitive Intelligence Gathering & Assessment

- SWOT Analysis
- Your Value Equation
- Sweet vs. Sour Spot Analysis

Course Outline Continued

Financial Dynamics

- Financing Option
- Loan Alternatives
- Factoring
- PO Funding

Diversifying your Business via GSA

- What is the GSA
- What is a GSA Schedule
- Qualifications
- Preparing a Schedule Proposal

GSA Marketing

- Preparation
- Identifying buyers
- Events
- Success Behaviors

Day Two

Strategic Planning

- Strategic Business Development Planning Purpose
 - Key elements
 - Strategic Planning Models
 - Key Pursuit Considerations
 - Essentials for success

Marketing and Teaming

- Marketing Tools
- Their Purpose

Diversifying your Marketplace

- Identifying other types of solicitation
- Expanding products/services
- Responding to a combined synopsis/solicitation

Bid and Proposal Basics

- The RFQ
- The Uniform Contract Format
- Analyzing the solicitation

Bid/No Bid Determination

- Assessing the opportunity
- Top internal questions
- Planning
- PoA&M structure
- Review and preparation of your PoA&M

Course Outline Continued

Bid and Proposal RFP Development

- The Procurement Document
- Proposal Work Flow
- Proposal First Steps
- Compliance
- Evaluation Factors
- Past Performance
- Writing Dos and Don'ts
- Post-Submission
- Keys

Goal Setting and your Plan of Action & Milestones

- Planning
- PoA&M structure
- Review and preparation of your PoA&M

Next Steps

- Your Starting Position
- Company Goals
- The Plan

Get a comprehensive look at Federal Proposals and what they can do for you and your business in our two day Boot Camp.

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