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INTRODUCTION

Information technology (IT) and telecommunication activities and opportunities at DISA are moving at such a rapid pace that it is often overwhelming for small businesses to figure out where to begin. There are a significant number of small businesses currently providing cutting edge products and services to DISA every day. Whether you are currently doing business with DISA or would like to, we designed this booklet to assist you.

This marketing guide provides small businesses with critical, timely information regarding the DISA contracting environment at each DISA location. Whether you are seeking prime contracts, subcontracts, or teaming opportunities, this guide streamlines the process by providing you information that accelerates your marketing efforts. You should use this guide as a tool to assist in your marketing efforts.

The DISA Office of Small Business Programs is continuously striving to provide relevant value added programs, outreach events, and information materials for the small business community. We invite you to provide feedback at anytime. Finally, please keep in mind that information contained herein can change at any time without notice. Therefore, it is important for you to investigate thoroughly any opportunity before investing your resources.

Good luck with your marketing efforts!

Sincerely,

SHARON L. JONES
Director,
Office of Small Business Programs



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SECTION I

OVERVIEW OF DISA

The Defense Information Systems Agency (DISA) is a Department of Defense (DoD) combat support agency that delivers information technology to enhance the capabilities of nation's war fighters and all who support them in defense of the nation. DISA operates under the direction of the assistant secretary of defense for networks and information integration [ASD (NII)].

MISSION

DISA, a Combat Support Agency, engineers and provides command and control capabilities and enterprise infrastructure to continuously operate and assure a global net-centric enterprise in direct support to joint warfighters, National level leaders, and other mission and coalition partners across the full spectrum of operations.

VISION

Leaders enabling information dominance in defense of our Nation.

SERVICES / PROGRAMS

Disa provides a seamless, secure, and reliable web of communications networks, computers, software, databases, applications, and other capabilities that meet the information processing and transport needs of DoD. DISA also ensures the integration and interoperability of command and control, communications, computers and intelligence (C4I) systems. DISA provides end-to-end Global Information Grid system engineering, architecture, and configuration management, The agency's major programs are:

- Joint Command and Control
- Defense Information System Network (DISN)
 - DISN Enterprise Planning Process (EPP)
 - DISN Access Transport Services (DATS)

Lines of Operation

1. Enterprise Infrastructure
2. Command & Control
3. Operate and Assure

SCOPE

DISA supports DoD both at home and abroad from its headquarters in Arlington, VA., and its field activities across the world. In addition, the following organizations are a part of DISA; White House Communications Agency (WHCA); White House Situation Support Staff; Joint Staff support Center (JSSC); Defense Spectrum Organization; Joint Spectrum Center; Defense



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Information Technology Contracting Organization (DITCO); Joint Interoperability Test Command (JITC); and the Special Communications Office for strategic communications to the leaders of foreign nations.

HISTORY

The agency was established in 1960 as the Defense Communications Agency (DCA) to consolidate the military departments' common communications functions. On June 25, 1991, DCA underwent a major reorganization and was renamed the Defense Information Systems Agency (DISA) to reflect its expanded role in implementing the DoD's CIM (Corporate Information Management) initiative, and to clearly identify DISA as a combat support agency. DISA established the Center for Information Management to provide technical and program execution assistance to the Assistant Secretary of Defense (C3I) and technical products and services to DoD and military components.

DISA's role in DoD information management continued to expand with implementation, in September 1992, of several Defense Management Report Decisions (DMRD), most notably DMRD 918. DMRD 918 created the Defense Information Infrastructure (DII), and directed DISA to manage and consolidate the Services' and DoD's information processing centers into 15 megacenters.

DISA has been driving toward its vision of unprecedented speed in delivering new capabilities across DoD. Warfighters and those who support them have enjoyed broader access to information, less interoperability challenges, and greater security. In June 2004, DISA launched its Net-Centric Enterprise Services Program. The program portfolio consists of host-based security services, the enterprise portal, service-oriented architecture foundation, collaboration, computing, and commercial satellite communications. NCES has achieved Milestones A, B, and C (June 2008) and is scheduled for Full Operational Capability (FOC) in 2010.

DISA has the understanding that in the end, delivering information to the warfighter is a team sport. Whether leading or partnering, DISA employees are committed to remaining faithful to the soldiers, sailors, airmen, and Marines who rely on what they do.



New DISA Facility at Fort G. Meade, Md.



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WHAT DISA BUYS

Telecommunication (Products & Services):

- ~Long Haul Services
- ~Point-to-Point Circuits
- ~Networks
- ~Satellite bandwidth Service
- ~Commercial Teleport Services
- ~Fiber Optic Cable Installation and Maintenance
- ~Mobile Satellite Services
- ~Telecommunications Equipment
- ~Airtime Services

Information Technology (Products & Services):

- ~Hardware
- ~Software
- ~Information Systems Engineering
- ~Help Desk Support
- ~Network Engineering
- ~Information Assurance Support
- ~Network Management and Control
- ~Licenses
- ~Integration Services

General Services Engineering:

- ~Security Engineering
- ~Program Management
- ~Business Process Re-engineering
- ~Verification and Validation of Engineering Solutions
- ~Acquisition Management
- ~Modeling and Simulation



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SECTION II

ARE YOU READY TO MARKET TO THE DEFENSE INFORMATION SYSTEMS AGENCY

IDENTIFY YOUR PRODUCT/SERVICE

Register to receive electronic notices through FEDBIZOpps. FedBizOpps is the single government point-of-entry (GPE) for all federal government procurement opportunities over \$25,000. Government buyers, such as DISA, are able to publicize their business opportunities by posting information directly to FedBizOpps via the internet. Through this portal, commercial vendors seeking federal markets for their products and services can search, monitor and retrieve opportunity solicited by the entire federal contracting community.

FEDERAL SUPPLY CLASSIFICATION CODE (FSC) OR PRODUCT SERVICE

CODE (PSC): DoD & Federal contracting activities synopsis 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
- FSC/PSC/NAICS
- 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>

IDENTIFY YOUR NORTH AMERICAN INDUSTRY CLASSIFICATION CODES

The North American Industry Classification System (NAICS, pronounced “Nakes”) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S. NAICS was developed under the auspicious of the Office of Management and Budget (OMB), and adopted in 1997 to replace the old Standard Industrial Classification (SIC) system. For more background information go to www.naics.com/info.htm



Most used NAICS codes at DISA.

Do you provide the right services for DISA? Below is a list of the top 5 NAICS Codes that represented the majority of all contract award actions:

1. 51 (INFORMATION)
2. 54 (PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES- Computer Systems Design and Related Services)
3. 33 (MANUFACTURING (METALS, MACHINERY, COMPUTER, ELECTRONICS ELECTRICAL TRANSPORTATION EQUIPMENT, FURNITURE, MISCELLANEOUS))
4. 42 (WHOLESALE TRADE-OFFICE EQUIPMENT-ELECTRONIC PARTS/EQUIPMENT)
5. 44 (RETAIL TRADE (MOTOR VEHICLE, FURNITURE, ELECTRONICS, BUILDING MATERIAL, FOOD, HEALTH, GASOLINE, CLOTHING))

SBA DYNAMIC SMALL BUSINESS SEARCH (DSBS)

SBA's PRO-Net & Central Contractor Registration (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
- DISA uses DSBS to: (1) perform market research to locate 8(a)/HUBZone/SDVOSB/small business primes, (2) verify small business reps & certs for primes, proposed subcontractors, & prime subcontracting program compliance reviews
- DISA uses DSBS to: (1) locate subcontractors/teaming ,(2) verify small business subcontractor reps & certs <http://www.ccr.gov> & click on "Dynamic Small Business Search"

DATA UNIVERSAL NUMBERING SYSTEM (DUNS)

- Provided by Dun & Bradstreet (D&B)
- Web request & receive within 1 day; 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 <http://fedgov.dnb.com/weform/displayHomePage.do> OR (866) 705-5711



CENTRAL CONTRACTOR REGISTRATION (CCR)

- CCR is linked to the Dynamic Small Business Search (DSBS)
- Mandatory to receive DoD/DISA prime contract
- Allows electronic payment
- 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 mandated prospective contractors to complete electronic annual representations & certifications via ORCA when registering in CCR.

- Must have an active record in CCR to register
- Need Marketing Partner ID (MPIN) from CCR
- Update minimum every 365 days <http://www.bpn.gov> OR <https://orca.bpn.gov>

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

WAWF is a secure web-based system for electronically processing invoices, receipts, & acceptance documents being deployed DoD-wide. As of 7/1/2005, DFAS will no longer accept or pay paper invoices. <https://wawf.eb.mil> Web-based training for vendors is available with an overview of the WAWF system: <http://www.wawftraining.com>

DITCO CONTRACTING OPPORTUNITIES

Purchasing telecommunications and information technology (IT) products and services for the military is one of DISA's key roles within the Department of Defense (DoD).

Our contracting and procurement experts use a variety of contract vehicles to increase acquisition speed, reduce costs, and ensure the men and women of our armed services have the cutting-edge services and capabilities they need to fulfill their missions.

In the past fiscal year, DISA administered 84,083 contracts — valued at approximately 6.8 billion dollars! More than 85% of our contracting dollars were competitively awarded — with recipients ranging from small businesses to global enterprises.

If you're interested in identifying contracting opportunities with a leading Defense IT agency — or if you'd like to learn more about how DISA can help you with contracting and purchasing - please explore our website www.ditco.disa.mil .



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FACILITY CLEARANCE

National Industrial Security Program Fact Sheet. The NISP was established by Executive Order 12829 to ensure that cleared U.S. defense industry safeguards the classified information in their possession while performing work on contracts, programs, bids or research and development efforts.

The Defense Security Service (DSS) administers the NISP on behalf of the Department of Defense as well as 23 non-DoD federal agencies within the Executive Branch. Presently, DSS has Industrial Security oversight responsibility for over 12,000 cleared facilities participating in the NISP.

To have access to U.S. classified information and participate in the NISP, a facility – designated operating entity in private industry or a college/ university – must have a bonafide procurement requirement. Once the requirement has been established, a facility can be processed for a Facility Security Clearance (FCL). An FCL is an administrative determination that a facility is eligible to access classified information at the same or lower classification category as the clearance being granted. The FCL may be granted at the Top Secret, Secret or Confidential level. When a determination has been made that a facility meets the eligibility for FCL, the contractor must execute a Defense Security Agreement which is a legally binding document that sets forth the responsibilities of both parties and obligates the contractor to abide by the security requirements of the national Security Industrial Program Operating manual (NISPOM) <http://www.dss.mil>



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INFORMATION ON SEEKING OPPORTUNITIES WITH DISA

The best and most productive marketing approach for a small business contractor is “Do It Yourself”. Do not depend on the Government or others to locate contracting opportunities for you.

Do your homework!!

1) Prepare a company profile.

Develop detailed capability statement/brochures for distribution. Be specific in describing the capabilities of your firm. Indicate relevant expertise and prior experience, prior Government contracts, reference with federal agencies, registrations, and certifications and business size classifications' (i.e. HUBZone, SDVOSB, 8(a), WOSB).

2) Find your niche.

You are more likely to succeed by having a unique niche or focus - keep your products and service offerings focused on matching DISA's needs.

3) Register your business.

The following are required in order to do business with DISA:

- a) You must be registered in the Central Contractors' Register database (CCR). This registration must be completed prior to award of any contract per agreement. This registration can be accomplished on-line at <http://www.ccr.gov>.
- b) Contractor and Government Entity (CAGE) codes are necessary for all businesses; your CAGE Code will be given when you register with CCR.
- c) Dun & Bradstreet (D&B) numbers are required. Get your D&B number at www.dnb.com.
- d) The government identifies your product or service with a 6-digit code called the North American Industry Classification System (NAICS). This information is available at www.census.gov/epcd/www/naics.html.

4) Familiarize Yourself.

Be familiar with Federal Acquisition Regulations (FAR) <http://www.arnet.gov/far> and the Defense Federal Acquisition Regulation Supplement (DFARS) <http://www.acq.osd.mil/dapa/dfars>.



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5) Be accessible.

Make it easy for DISA to do business with you. Equip yourself with email and Internet capabilities. Get on the GSA schedule at <http://www.gsa.gov> and Government Wide Acquisitions Contracts (GWAC's) at <http://www.govsalesnet.com>. Make sure you can accept payment by credit card.

Review DISA's "Forecast for Contracting Opportunities" to identify planned acquisitions (generally \$100,000 and above) located at www.ditco.disa.mil

6) Maintain Market Intelligence.

Stay current and knowledgeable about industry, capabilities, technology and best practices.

7) Target one service and/or 2 or 3 DoD Defense agencies.

Allow 18-24 months for relationship building.

8) Be flexible.

Consider both subcontracting and prime contracting. Major subcontracting opportunities are available with DISA.

9) Match and bid.

Match your expertise, capabilities and experience with a specific DISA procurement opportunity and bid.

10) Don't give up.

Persevere until you have a contract!

11) Consider reinventing your business every 5 years.

12) Sell yourself 24 hours a day & 7 days a week.

13) Brand Recognition: clean logo, effective color scheme, strong message, good logical flow of information (web site) and current up-to-date.

14) Use free print extensively, event sponsorship, company newsletter, tradeshow booths, magazine article, office posters, etc.



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IN SUMMARY

WHAT REALLY WORKS

Relationships

Being prepared

Networking

Get Involved

Multiple Contracting Vehicles

Past Performance

Continuous Marketing

Share Information

Patience

Persistence

Current Technology Trends
(Twitter, Facebook, Blogs)

Perseverance

Staying Current on Public
Policies Impacting Small
Businesses

Finally,

LEARN TO ASK SMART QUESTIONS!



MARKETING

1. Determine the needs of your current customers.
2. Reanalyze your company's competitive advantages in order to update your market strategy.
3. Determine the best way to satisfy your customers' needs in the current market
4. List all current and prospective customers
5. Summarize competitors' products
6. Research your competitor's strengths and weaknesses
7. Obtain copies of your competitors' annual reports
8. Examine the strength of the current market
9. Notify your customers that you are back in business
10. Compose press releases for media outlets
11. Contact nonprofit organizations, schools and colleges
12. Ask existing companies for referrals
13. Develop a new marketing campaign and slogan to spark new interest in your business.
14. Have sales letters, flyers, and other important company information printed and ready to be disbursed
15. Explore spotlighting your return with local media
16. Obtain and compare annual reports of competitors for the financial condition of businesses, market share, and insight into future projects
17. Conduct market research to determine current market strength for your business sector.
18. Send to the right customer! Frequency?
19. Marketing pitch, virus, or SPAM? Include subject line & content in body of email, not just an attachment
20. Be brief - use your one page capability sheet



DURING THE BIDDING PROCESS

In terms of contracting fundamentals, DISA is transitioning to Performance Based Contracting principle and requires some contractors to employ an Earned Value management System. If you do not currently have contracts with these management provisions, you should become familiar with both the intent and the mechanics of these processes. If you are currently performing under these requirements, we strongly recommend you highlight this during your briefings to potential DISA customers and/or potential prime contractor teaming partners.

1. Do not be late submitting your proposals.
2. Carefully review and respond completely to all of Section L (Instructions to Offerors) of the Solicitation!
3. Believe Section M (Evaluation Factors for Award) of the solicitation! Cost is **NOT** the most important factor in all cases. **BEST VALUE** is the expected outcome of any acquisition that, in the Government's estimation, provides the greatest overall benefit to the American taxpayer, the Government, and the ultimate user, the Warfighter in response to the requirements. Lowest cost does **NOT EQUAL** best value.
4. Small business offerors should read Part 19 of the Federal Acquisition Regulations (FAR)!
5. Fill all required or requested cost data forms!
6. Make sure your proposal is reviewed internally and/or externally before it is submitted!
7. Ensure your proposal strategy is well planned and support by all levels of your company and any teaming partners before you submit your proposal!
8. Participate in and respond to pre-solicitation events!
9. Carefully watch for amendments to post after the RFP is issued and be sure to acknowledge receipt of them in your proposal!
10. Ask questions early and in writing if you don't understand something and carefully read the answers to your and other offerors' questions!
11. Don't submit your own terms and conditions, which may conflict with those in the RFP!



12. For Oral proposals, limit the presentation only to what can reasonably be presented within the time limit!
13. If the RFP says the Government intends to award without discussion, **BELIEVE IT** and provide your best offer up front!
14. Provide detailed responses! If you already have a contract with DISA for like services or products, ensure that experience is listed part of the experience and capability information provided. Don't just state that you have some capability or have performed some similar task in the past. Describe your processes and procedures. Clearly demonstrate your corporate experience to perform tasks similar to those required in the solicitation. Provide evidence of awards and certifications.
15. Request a debriefing if you are unsuccessful in winning an award!
16. Describing your past performance is an advantage! Fully explain any negative areas in your past performance and include the corrective actions you've taken to avoid negligent performance in the future. Let your good past performance be known. Don't underplay the importance of the customer for past performance.
17. Attend the pre-bidders conferences.
18. Know how much of your revenue you are investing in your bid and proposal process.
19. Have sound accounting and contracts management.
20. Keep your elevator speech brief with goodness and grace.



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SECTION III- OSBP CONTACT INFORMATION

Main Office:

Phone: (703) 607-6436

Fax: (703) 607-4173

Email: DISASmallBusinessOffice@disa.mil

Director: Sharon Jones

Phone: (703) 607-6436

Email: DISASmallBusinessOffice@disa.mil

Small Business Specialist: Rodney Deavault

Phone: (618) 229-9106

Email: DITCOSmallBusinessOffice@disa.mil



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REQUESTING A SMALL BUSINESS APPOINTMENT

CONTACT:

The Office of Small Business Programs

Phone: (703) 607-6436

Fax: (703) 607-4173

Email: DISASmallBusinessOffice@disa.mil

~ This **30 minute** appointment is an excellent opportunity to showcase your solution-oriented products or services as well as discuss contracting opportunities within DISA.

~The Initial Call: When calling to make an appointment, please provide your name, company, phone number, email address and your primary capabilities.

~A follow-up and/or email will be provided to you with available dates and times. Please allow 2-3 days for follow-up contact.

~Once your date is set, you will receive a confirmation email, which will include a database survey and directions to DISA. Please complete and return the survey prior to your schedule appointment date.

~Due to the high volume of scheduled appointments, we ask that you be flexible in scheduling your appointments. Anticipate a 2-3 week wait time. For businesses coming from out of town, plan to schedule your meeting 3-4 weeks in advance and /or schedule a teleconference call appointment.

~On the day of your appointment, we encourage you to arrive at least 5-10 minutes prior to your appoint for parking and sign-in.

~If you are or expect to be 15-minutes late after your schedule time, you will have to reschedule your appointment for another day.

How to maximize your 30MINUTES when visiting the Office of Small Business Programs:

~We encourage you to do your homework on DISA before your visit. Do not spend this time discussing DISA in general.

~Familiarize yourself with our contracts. Tailor your presentation to a specific interest within DISA.

~Touch on the key points of your firm's capabilities and how DISA will benefit from it.



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SECTION IV

AVAILABLE RESOURCES

DISA OFFICE OF SMALL BUSINESS PROGRAMS

- Information about DISA Contracts
Small Business Questions
<http://www.disa.mil>

SMALL BUSINESS ADMINISTRATION (SBA)

- Counseling – in person, email
Small business certifications
Financial Assistance
Training (online, classroom, free or low cost)
<http://www.sba.gov>

SMALL BUSINESS DEVELOPMENT CENTERS

- Counseling small business management
Assistance Training (classroom, free or low cost)
<http://www.sba.gov/sbdc>

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

- 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
 - All DoD:
http://www.acq.osd.mil/osbp/links/dod_osbp.htm
& 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/osbp/> & click on “Doing Business with DoD”



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HELPFUL SMALL BUSINESS WEBSITES

Central Contract Registration (CCR) <http://www.ccr.gov> A single database of basic business information from contractors that want to do business with the Department of Defense. Contractor MUST be registered in CCR in order to do business with the Department of Defense.

Defense FAR Supplement (DFARS) <http://www.acq.osd.mil/dpap>

Defense Finance and Account Service (DFAS)

<http://www.dod.mil/dfas/contractorpay.htm> Provides responsive, professional finance and accounting services to the Department of Defense.

Defense Link www.defenselink.mil The official web site for the Department of Defense and the starting point for finding U.S. military information online.

Defense Technical Information Center (DTIC) www.dtic.mil Offers a wide variety of products and services designed to assist users in obtaining information they need easily and quickly.

DoD Office of Small Business Programs (OSBP) <http://www.acq.osd.mil/osbp>

Provides DoD-wide small business policy and provide oversight to ensure compliance by all military departments and defense agencies.

DoD SBIR/STTR Program <http://www.sba.gov/sbir/> The purpose of DoD's SBIR and STTR programs is to harness the innovative talents of our nations small technology companies –projects which serve a DoD need and have the potential for commercialization in private sector and/or military markets. STTR is similar in structure to SBIR but funds *cooperative* R&D projects involving a small business and research institution (i.e., university, federally funded R&D center, or non profit research institution).

Dun & Bradstreet (D&B) www.dnb.com/us/index.asp Explains how to obtain a D&B D-U-N-S Number if you plan to do business with the U.S. Federal Government.

Federal Acquisition Regulation (FAR) www.arnet.gov/far ;
<http://farsite.hill.af.mil/farsites.html>



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Federal Business Opportunities (FedBizOpps) www.fedbizopps.gov The Federal Business Opportunities lists notices of proposed government procurement actions, contract awards, sales of government property, and other procurement information. A new edition of the FedBizOpps is issued every business day.

Federal Technical Data Solutions (FedTeDS) <https://www.fedteds.gov> is an online dissemination solution designed to safeguard sensitive acquisition related information for use by all Federal Agencies and their approved business partners.

Government Services Administration (GSA) www.gsa.gov One of the three central management agencies in the Federal Government. (The Office of Personnel Management and the Office of Management and Budget are the others).

North American Industry Classification System (NAICS)
www.census.gov/eprd/www/naics.html is to replace the Standard Industrial Classifications System.

Procurement Technical Assistance Center (PTAC) <http://aptac-us.org/new/> On behalf of the Secretary of Defense, the DLA administers the DoD PTA Cooperative Agreement Program under.



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Marketing Edge
CONSULTING GROUP
www.m-edge.com

Creating a Solid Elevator Pitch

From *The Ultimate Small Business Marketing Toolkit* by Beth Goldstein

Think of your elevator pitch as a brief introduction of your company to somebody with whom you want to conduct business. Your challenge is to entice them to want to continue the dialogue.... Therefore, don't tell them everything about your company but just enough to persuade them to set up a future meeting. Your pitch should last between 1-2 minutes (max) and include:

- Your name, company name and your role in the organization
- A **brief** but compelling statement about your product's or service's value or benefit as it **relates** to this person or their company
- A concise description of your product/ service
- A statement that reinforces your credibility as an individual or organization and/or
- A statement about what makes your product or service unique or sets it apart
- Your personal energy and passion for making this business succeed
- A closing statement that leads to a next step (i.e., future meeting)

Hello, thank you for asking about my company. I'm _____
(your name), and I'm the _____ (title)
for _____ (company). We offer
_____ (value, competitive advantage or benefit)
to _____ (target customer), like you,
to _____ meet _____ or _____ satisfy
_____ (target
customers' major want or need...this is a benefits statement).

We do this by _____ (product or service brief description. We are
respected in the _____ industry because
_____ (key client's experience or your unique expertise that offers credibility).

We feel passionately about this because _____

What's Your Goal?

Before you create your pitch, consider what final impression you want to leave with this individual. Then customize the template below. Remember, you will need a unique elevator pitch for different types of business relationships



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(i.e., a prospect doesn't care about the same things that a potential investor does).

About Beth Goldstein, Marketing Edge Consulting Group

Author of **The Ultimate Small Business Marketing Toolkit** (*McGraw-Hill*), and President of **Marketing Edge Consulting Group**, **Beth Goldstein** has empowered hundreds of entrepreneurs and companies to create successful marketing and sales programs. Consultant, nationally recognized speaker, and educator, Beth runs **Small Business Survival Workshops** around the country and is the Lead Instructor for the SBA Emerging 200 15-state, program designed to help urban entrepreneurs strengthen and grow their existing businesses. Beth is the instructor for the business accelerator program in Worcester, MA and teaches Entrepreneurial Sales & Marketing at Boston University. To learn more about Marketing Edge's business growth programs, go to: www.m-edge.com or contact Beth directly at beth@m-edge.com or 508.893.0976.