



Best Practices

DO:

- Always be ready to give an “elevator speech”.
- Be familiar with trends in federal acquisition.
- Be familiar with acquisition and small business programs, and know your eligibility.
- Be honest about your capabilities.
- Understand bonding and requirements for accurate accounting.
- Know that your core capabilities are much more important than your small business status.
- Be prepared for lots of closed doors before one opens.
- Keep website data current and highlight your small business information.
- Know your primary North American Industry Classification System (NAICS) code as well as all the NAICS codes that can support you.
- Get to know your local Small Business Administration resources.
- Get to know the Small Business Liaison Officer at the applicable prime contractor site(s).
- Update your SAM.gov profile each year. Keep small business certifications up-to-date.
- Know your past performance related to your primary industry areas.
- Use private domain emails in lieu of Hotmail, Yahoo, Gmail, etc.
- Demonstrate expertise for core capabilities, but know your limits.
- Ask engaging questions. Show how you can bring value to the customer.
- Lead with your capabilities and not with your small business status. How can you meet the customer’s need?
- Be able to explain to the agency or prime contractor why they should do business with you, outside of just getting small business credit.
- Know what the agency or prime contractor procures and market accordingly.
- Have a good one-three page capability statement that makes your company stand out. Tailor it to the agency or company you are marketing.
- Read the entire proposal and check your math before submitting it.
- Present yourself in a professional manner.
- Consider teaming with another experienced small business to obtain past performance.
- Not say ‘yes’ if you do not know. Get clarifications. Unanswered questions can be costly and can make a difference in proper pricing & technical responses.

DON'T:

- Overextend your cash or your work force; do not set yourself up for a failure.
- Spend time marketing to agencies or firms who do not procure what you can provide.
- Say, “I can do anything you want me to do”.
- Forget to conduct due diligence research on an agency or company before contacting them.
- Forget to identify your NAICS code, capabilities statement, and SAM.gov information when contacting an agency or prime.
- Insist on signing a Non-Disclosure Agreement for an introductory meeting with another company.
- Quote on work that is outside your area of expertise just to get your foot in the door.
- Rely on social media in lieu of making professional contacts.
- Call the applicable Small Business Professional every week.
- Expect immediate replies for emails or phone calls. Everyone is busy; be respectful of another’s workload and priorities.
- Think that a good introductory meeting means that you will soon be getting a proposal.
- Just say “yes”. Know your capabilities.
- Bite off more than you can chew.
- Blast emails to agencies or firms who do not buy what you can provide.
- Send emails that lack information on what your company does.
- Assume that your small business status alone will get you a contract.

QUESTIONS?
Contact Your Local
DoD OSBP Office