



MARKETING TO THE NAVY: THE BASICS



ARE YOU READY TO MARKET TO THE GOVERNMENT?

IDENTIFY YOUR PRODUCT/SERVICE

FEDERAL SUPPLY CLASSIFICATION CODE (FSC) OR
PRODUCT SERVICE CODE (PSC):

EX: D302 ADP systems development services

<http://www.dlis.dla.mil/h2>

IDENTIFY YOUR NORTH AMERICAN
INDUSTRY CLASSIFICATION CODE

EX: 541512 Computer Systems Design Services

<http://www.census.gov/naics>

DETERMINE YOUR SIZE STANDARD

EX: 541512 \$21M average annual receipts preceding 3 yrs

<http://www.sba.gov/size/indexsize.html>



REGISTER IN CCR DYNAMIC SMALL BUSINESS SEARCH (DSBS)

Register in CCR DSBS once you have NAICS, size standard, and DUNS Number.

- SBA Database of small businesses
- Government uses CCR to: (1) perform market research to locate small business primes and (2) verify small business status on proposal certifications, proposed subcontracting plans, and on prime subcontracting program compliance reviews

CCR helpdesk 1-888-227-2423 for registration assistance

"Our recovery in the present and our prosperity in the future depend on the success of America's Small Businesses and Entrepreneurs."

President Barack H. Obama, March 16, 2009



DATA UNIVERSAL NUMBERING SYSTEM (DUNS)

- Mandatory before registering in CCR
- Provided by Dun & Bradstreet (D&B)
- Takes about 10 minutes; free
- Different DUNS for each location/address & each legal division
- List sold to other companies; must contact D&B to request removal from marketing list

<http://www.dnb.com/> OR (866) 705-5711

CENTRAL CONTRACTOR REGISTRATION (CCR)

- Mandatory to receive DoD prime contract
- Allows electronic payment
- Must renew annually or expires
- Automatically assigns a Commercial and Government Entity (CAGE) Code
- Automatically assigns a Marketing Partner ID (MPIN) to access other government applications (EX: Past Performance Automated System, etc.)

<http://www.ccr.gov>

TARGET THE RIGHT CUSTOMER

- Develop a Marketing Plan
- WHO are your potential customers? Which agencies? Which activities? What are their needs?
- Know your limits

FEDBIZOPPS

DoD and Federal contracting activities post most requirements and awards >\$25,000 to FEDBIZOPPS website

- Search by Agency
- Active or archive search
 - Solicitations or awards by number
 - By NAICS/FSC/PSC
 - Key words
 - Place of performance zip code
 - Set-aside code
 - Agency
- Acquisition notification service
 - Register to receive email notification for
 - Specific solicitation number
 - Selected organizations/FSC/PSC
 - All procurement notices

<http://www.fedbizopps.gov>

LOCATING NAVY CUSTOMERS: Most Navy business opportunities are either posted to the Navy Electronic Commerce Online (NECO) website or linked to it: <http://www.neco.navy.mil>

MARKETING TO THE NAVY: THE BASICS

USE AVAILABLE RESOURCES

- **SMALL BUSINESS ADMINISTRATION**
 - Counseling – in person, e-mail
 - Small business certifications
 - Financial Assistance
 - Training
<http://www.sba.gov>
- **PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACS)**
 - Counseling – in person, e-mail
 - Registration assistance
 - Bid-matching
 - Training
<http://www.sellingtothegovernment.net>
- **SERVICE CORPS OF RETIRED EXECUTIVES (SCORE)**
 - Counseling – in person, e-mail, field visit
 - Training workshops
<http://www.score.org>
- **OFFICES OF SMALL BUSINESS PROGRAMS**
 - Located at all DoD buying activities
 - Locate Navy OSBPs:
<http://www.hq.navy.mil/OSBP>
 - Other DOD Activities:
http://www.acq.osd.mil/osbp/doing_business/index.htm

IN PERSON: THE PITCH

- Know your audience
- Be focused; Be brief
- Have 3 presentations ready:
 - “Elevator speech”
 - “FIVE-FIVE & FIVE”
 - Capability presentation
- How can the customer benefit from doing business with you? What problems do you solve for your customer?
- FIVE-FIVE & FIVE
 - Five slides, five points/slide, five minutes
 - Slide 1 – Company name, locations, web site, email, phone number, # of employees, small business categories (SB, SDB, WOSB, etc.) Slide 2 – Core (specific) Capabilities
 - Slide 3 – NAVAIR Contracts/Tasks/\$ Value
 - Slide 4 – Navy Contracts/Tasks/\$ Value
 - Slide 5 – Other Contracts/Tasks/\$ Value

E-MAIL MARKETING

- Send company data to the right customer
- Identify marketing pitch, virus, or SPAM? Include subject line and body content.
- Be brief
- Limit graphics
- How can the customer benefit from doing business with you? What problems do you solve for your customer?
- The following attachments will **NOT** be received by recipients on the NMCI system: .avi, .bat, .cmd, .com, .dll, .eml, .exe, .gif, .scr, .shs, .vbs, and .vbe

WIDE AREA WORKFLOW (WAWF)

- DoD requires all commercial invoices to be submitted via WAWF
- First register in CCR
- Establish an Electronic Business (EB) Point of Contact (POC)
- Establish Group Administrators
- Establish an organizational email address
- Set-up PCs to access WAWF
- Have all users self-register on the WAWF site
- For more information:
<https://wawf.eb.mil>

REVIEW MAJOR NAVY CONTRACTS FOR OPPORTUNITIES

- Navy-Marine Corps Intranet Contract (Subcontracting – click on Small Business)
<http://www.eds.com/sites/nmci>
- Navy-wide SEAPORT-ENHANCED Contract
<http://www.seaport.navy.mil>

KNOW YOUR CUSTOMER

- Who can commit the company or the Government agency?
- Check out your customer's website!
- Know your customers regulations/procedures
 - Federal Acquisition Regulations (FAR)
<http://www.arnet.gov/far>
 - Defense Acquisition Regulation Supplement
<http://www.acq.osd.mil/dpap/dars/index.html>
 - Navy & Marine Corps Acquisition Regulation Supplement (Formerly the “NAPS”)
<http://farsite.hill.af.mil/vfnapsa.htm>
 - FAR/DFARS/NAPS Comparison Tool
<http://acquisition.navy.mil/compare/public/>

KNOW YOUR COMPETITORS

- Who are they?
- What are their strengths? Weaknesses?
- Review their brochures, websites