



PROCUREMENT TECHNICAL ASSISTANCE CENTER



Tip of the Month:

Details Matter!

Millions, if not billions, of dollars are lost each year by businesses both small and large because they miss a few vital details. Many details are simple things like not signing the bid, not following instructions spelled out in the solicitation, and not picking up, responding to, or addressing the keywords that will result in your bid or proposal being rejected, such as "the contractor shall, will, or must."

If you miss words like these in a solicitation or fail to respond to or address them adequately in your response, agency buyers will often be obligated to reject your bid or proposal, even if it is the best offer. Additionally, because many of those details are incorporated into your government contracts, the government will expect you to adhere to them within the performance phase of your contract. If you do not, it can become a breach of contract and grounds for termination.

Contractors should also look at the cost of compliance when these words exist in solicitations. The government may require that you meet specific standards, or provide other items such as reports, safety plans, or cybersecurity

compliance. These items are essential for your bid team to factor into go/no-go decisions and estimated project costs, as these are often not outlined clearly in solicitation line items.

PTAC News You Can Use:

Welcome New Procurement Specialists

We are happy to announce and welcome three new Procurement Specialists to the NJIT PTAC Team.

The new team members Sheila Harris-Adams, Akil Collins, and Allen Jones have increased our capacity to serve you better. If you have received an email or call from any one of them, please respond and schedule a FREE one-on-one phone counseling session to discuss your needs and identify how NJIT PTAC can provide targeted technical assistance that will positively impact your business.

NJIT PTAC TEAM

Statewide Director: **Raul Mercado**

Administrative Assistant: **Letty Jumbo**

Procurement Specialist & VA Certified CVE Counselor: **Rachel Klein-Pintouri**

Procurement Specialists: **Akil Collins, Allen Jones, Sheila Harris-Adams, and Sherry Rose**

Matching You to Procurement Opportunities

NJIT PTAC continues to expand its reach with buying organizations throughout

the New Jersey region. As a result, we are experiencing an increase in procurement opportunities in the form of solicitations, RFPs, RFIs, RFQs, etc. When we receive the postings, we send targeted emails to clients whose NAICS codes, keywords, and other prerequisites match the requirements of said opportunities.

If your NAICS codes, keywords, diversity status, DUNS number, and Cage Codes are either incorrect or nonexistent, you are missing out on real procurement opportunities.

We highly recommend that you schedule time with your Procurement Specialist to update your business profile to get on track to winning contracts.

Starting From a Solid Foundation

Whether you are just getting started or have already been engaged in government contracting for several years, it is vital to ensure your company builds and maintains a solid foundation from which to grow and sustain business in the government marketplace.

The NJIT Procurement Technical Assistance Center (PTAC) can assist businesses just starting out in building a solid foundation from which to launch into the Business to Government (B2G) market. If your company has been operating in the B2G market for several years, it can also be helpful to schedule a meeting with the NJIT PTAC for a routine check-up to apprise you of recent changes and how those may impact your business. Your NJIT PTAC counselor can provide recommendations on improvements that may be costing you money or putting you at risk of losing business you have already built. Here are a few areas where your PTAC counselor can help you create and maintain a

solid foundation for the B2G market.

New Entrants

1. How to properly get registered and create a vendor profile with federal, state, and local agencies.
2. Establish a relevant set of NAICS codes for your business.
3. Help you fully complete, update, and optimize your SBA profile.

Did you know that all small businesses registered with the federal government have an SBA profile, but more than 70% of those are inaccurate, incomplete, and not optimized for search by government buyers?

4. Assist with market research.
5. Establish a sound process for finding government market opportunities.
6. Provide advice on matters related to administration, compliance, and certification.

For B2G Veterans, your PTAC can:

1. Assist/review SAM and SBA profiles and provide suggested updates for optimization in government search queries (see related "Did you Know?").
2. Provide updates on recent regulatory changes that may pose a threat or present a new opportunity for your business (stay current!).
3. Assist in resolution of problems or recurring issues in your business engagements with government agencies.
4. Revisit market research to help you forecast new opportunities, conduct advanced planning, and gain a competitive advantage.
5. Get tips for increasing your win rate and profitability.

Live Webcasts

Contact your NJIT PTAC Counselor for a **FREE** code

**How Federal Contractors Can
Gain a Competitive Advantage
Through Market Research**



Date: February 8, 2018
Time: 1:00 p.m. EST

[Learn More](#)

**How to Use the Uniform Contract
Format (UCF) to Make Informed
Bid "Go/No Go" Decisions**



Date: February 22, 2018
Time: 1:00 p.m. EST

[Learn More](#)

There Is More! Click Below to View Entire Message

Local Events, Workshops, Conferences

February 6, 2018 11:30 AM - 12:00 PM
[AFCEA Greater Monmouth Chapter Luncheon](#)

February 6, 2018 9:00 AM - 12:00 PM

Recommended Readings:**The "Godfather of Government Marketing," Mark Amtower**

outlines "5 steps to stand out from the crowd in 2018" in a recent article published on the Washington Technology website. [Click here](#) to read.

Government Contracts Attorney Matthew Moriarty of Koprince Law, LLC provides a very interesting update on the [smallgovcon.com](#) blog titled "2018 NDAA Increases Civilian Micro-Purchase Threshold to \$10,000.00." Will this change present a threat or an opportunity to your business? [Click here](#) to read the full article.

About Your PTAC:

The New Jersey Institute of Technology Procurement Technical Assistance Center (NJIT PTAC) is funded in part through a cooperative agreement with the Defense Logistics Agency's Office of Small Business Programs. Our mission is to help small businesses succeed in the government marketplace. To get assistance and support from the NJIT PTAC, you must first become a client by completing our online client application at <http://njitptac.ecenterdirect.com/signup>.

You can also contact us via phone at (973) 596-3105.

For additional information online, please visit our website at www.njit.edu/ptac.

Client Prerequisites: