

# Maximizing Your Profile on SBA's Dynamic Small Business Search

## SBA New Hampshire is here to help

U.S. Small Business Administration 55 Pleasant Street, Suite 3101 Concord, NH 03301 603-225-1400 www.sba.gov/nh NewHampshire\_DO@sba.gov



Amy Bassett, District Director... 603-225-1401 Vacant, Deputy District Director Cheryl Croto, Public Affairs Specialist...603-225-1407 Lauren Mason, Outreach & Marketing Specialist...603-225-1405 *Covers Belknap, Cheshire, Hillsborough, Merrimack and Sullivan Counties* 

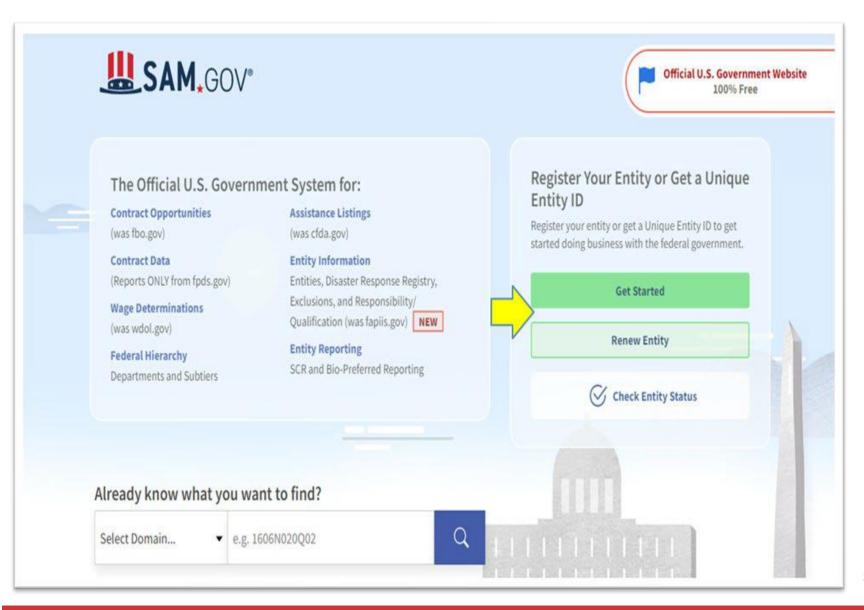
Covers Carroll, Coos, Grafton, Rockingham and Strafford Counties
 Tuesday Perkins, Lender Relations Specialist... 603-225-1404

Theresa Pinto, Business Development Specialist...603-413-0076

 Government Contracting including 8(a) Business Development, HUBZone, WOSB, and Veteran Certification Programs

Email: <u>firstname.lastname@sba.gov</u>

# First Stop .... SAM.GOV



#### **Getting Started**

- All entities must be registered in System for Award Management to apply for direct federal awards
- Follow the checklist to get prepared <u>Entity Registration Checklist (iae-prd-videos.s3.amazonaws.com)</u>
- Become a client of your local Apex Accelerator to assist with this and much, much more <u>APEX Accelerators</u>
- Start the process by getting a Unique Entity ID <u>SAM.gov | Entity Registrations</u>
- **TIP**: If you are already registered, work with your Apex Advisor to be sure it reflects all you do and that your representations are accurate.

SAM.GOV*	
ne Search Data Bank Data Services Help —	
Get Started with Registration and the Unique Entity ID	Entity Information Home
Submitting a registration and getting a Unique Entity ID are FREE.	
Before You Get Started	Register Your Entity or Get a Unique Entity ID
Review these steps to choose which option is right for you. You can register to bid and apply for federal awards or you can request a Unique Entity ID only without having to complete a registration.	Register your entity or get a Unique Entity ID to get started doing business with the federal government.
3 3 4	Get Started
About Registration Set up a SAM.gov Prepare Your Data Get Started Account	Renew Entity
(1) About Registration	Check Entity Status
If you want to apply for federal awards as a prime awardee, you need a registration.	
If you want to apply for federal awards as a prime awardse, you need a <b>registration</b> . A registration allows you to bid on government contracts and apply for federal assistance. As put of regionation, we will assign you a Unique Entity 10. To see comprehensive instructionat and checklist for entry registration, download	Already Registered?
A registration allows you to bid on government contracts and apply for federal assistance. As part of registration, we will assign you a Unique Entity ID.	Already Registered? You must renew your registration every 365 days to keep It active. You can make updates to your registration anytime or during renewal. If you're already registered, you already have a Unique Entry 10.

#### Should you check the box for SDB?

- The Goal for Small Disadvantaged Business is on the rise and will be increasing to 15% by FY2025 <u>Executive Order -</u> <u>SDB Goal increase</u>
- Agencies and prime contractors can rely on SBA's 8(a) certification OR a firm's self-certification in SAM.gov to credit awards towards small disadvantaged business goals
- Be sure you meet the eligibility BEFORE checking the box and representing your business as a Small Disadvantaged Business (SDB) in SAM.gov
- To be eligible:

•The firm must be 51% or more <u>owned</u> and <u>controlled</u> by one or more disadvantaged persons.

•The disadvantaged person or persons must be <u>socially</u> <u>disadvantaged</u> and economically disadvantaged.

•The firm must be small, according to <u>SBA's size standards</u>.

•TIP: use the SBA's guides for determining social disadvantaged status found here <u>Here</u>

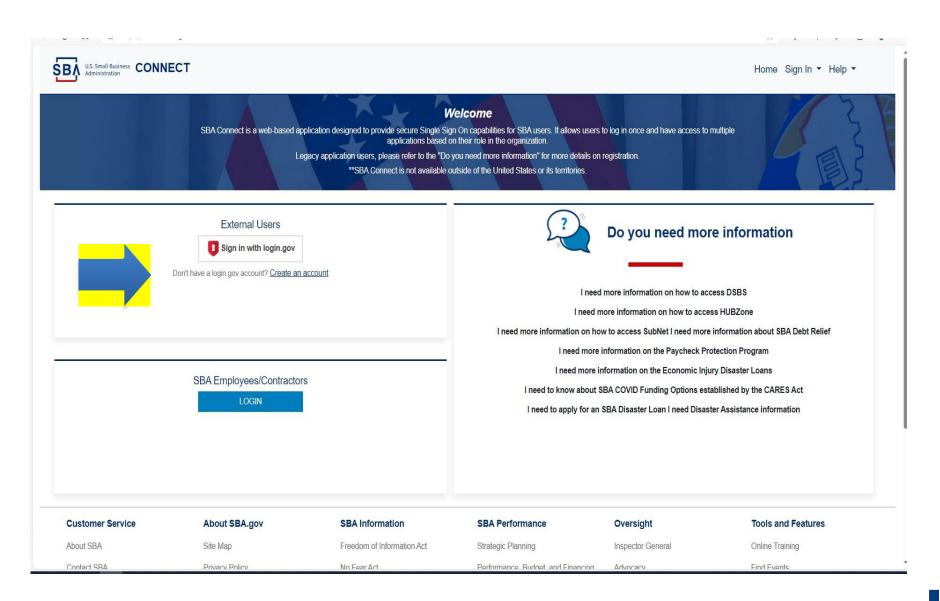


## Next Stop ... DSBS

- Once you register in Sam.gov and are classified as a small business, you will have a basic profile in SBA's Dynamic Small Business Search
- Sign in to SBA Connect to access your DSBS profile:
  - <u>Follow these instructions</u> to set up an <u>SBA Connect</u> account and connect your business and then Select your business from the SBA Connect dashboard



#### SBA Connect – Register and Login



#### **DSBS Tips and Tricks**

#### Goal: Be findable and Stand Out

- Check links to your website and make sure they work (there are two links)
- Use an email address that goes to an actual person (Avoid info@ addresses)
- Say 'YES' to credit card acceptance question (even if you don't <sup>(i)</sup>)
- NEW FEATURE: Add a link to your firm's capability statement.
  - Add a Capabilities Statement Link DSBS Confluence (atlassian.net)
- Under 'non-federal certifications' list all company and key employee certifications – gives credibility and increased level of maturity to your business profile

## **Strong Key Words Matter**

#### There are 3 **searchable** fields in DSBS – Take advantage of ALL of them

#### • Capabilities Narrative

- TIP: Don't leave empty (lots of people do) Your entry should keep the audience in mind
  - Tell the agencies or prime contractor's small business specialist what you do in plain language with key words used by most people. (Common buzz words in your industry weaved into a narrative that is easy to read and understand.
  - Use all (or most) of the 1,000 characters allowed
- <u>Special equipment/manufacturing</u>
  - Expand on your capability narrative with the Program Office in mind using more technical and indepth language.
  - TIP: Don't leave blank Most do! Also, consider using a case study and new key words
- <u>Keywords</u>
  - Allows 25 key words up to 525 characters USE THEM ALL
  - This is a word dump separated by commas
  - TIP: Use team or trusted associated to brainstorm, 'borrow' from competitors and agency/prime contractors synopsis or past solicitations

## **Adding in Past Performance**

- You need a Past to build your Future
- Use any relevant projects Commercial, subcontracting or prime awards
- Keep it current no projects older than 3 years
- Show customer and size and scope of projects by adding dollar value, period of performance
- Name the project yourself use your own description that demonstrates your role in the project
- TIP: Don't give away your contacts Put your name or "available upon request" in the contact field.





### **Tech Check – First Impressions are Lasting Ones**

- Make sure your website and social media platforms are correct, consistent and current
- Double check any printed media for accuracy and consistent branding
  - TIP: Keep it simple and targeted
  - Make a good first impression with professional looking material
  - Use labels on back of business cards to give Government Types your UEI, Cage Code, NAICS, Social Economic Designations, etc.
- Be active on social media platforms and follow the right people for good content and connections
  - TIP: Be where your customers are



## **Making Your Pitch**

- Do your homework have at least one fact handy about the agency/prime contractor that you can share in your intro (agency websites, LinkedIn, forecasts are all good places to visit)
- Be prepared with an effective Capability Statement and business card
- Plan to talk less and listen more
  - Allow for a few minute pregnant pause the person on the other side of the table will
    most likely start talking and could share some good info
- Make it personal
  - Keep the customer in mind and share what they would be interested in
  - Make the connection to your product/service as it relates to their needs
- Have an ask if appropriate
  - Good match asks for next best steps on ways to follow up, next best person to reach out to, etc.
  - Have a brief capabilities narrative on the ready for this next opportunity 5 slides in 15 mins or less is recommended
- Don't take it personal
  - Sometimes NO is a good answer ask for other suggestions on a better fit for you
  - If it's a YES or Maybe, don't be offended if you don't hear back be polite but persistent in your follow up

## **Helpful Resources for Small Businesses**

Visit SBA's website: Federal Contracting | U.S. Small Business Administration (sba.gov)

Explore other programs:

- <u>Federal Contracting "Am I Eligible?" Tool</u>
- NH Small Business Profile
- SBA Loans
- <u>SBA Surety Bonds</u>
- <u>NH APEX Accelerator; APEX Accelerators</u>
- <u>NH Small Business Development Center | University</u> of New Hampshire (nhsbdc.org); <u>Home - America's</u> <u>SBDC (americassbdc.org)</u>
- <u>SCORE New Hampshire | Free Small Business</u> <u>Counseling in NH (scorenh.org)</u>; <u>Home page | SCORE</u>
- <u>Center for Women & Enterprise | Homepage Main</u> (cweonline.org); <u>Home - Association of Womens</u> <u>Business Centers (awbc.org)</u>
- <u>Veterans Business Outreach Center Empowering</u> <u>Veteran Entrepreneurs (vboc.org)</u>



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# How are we doing?

#### Please take a minute to let us know

www.sba.gov/feedback

