# **Exercises and Quizzes: Foundations of Federal Business Development**

# Module 1: The Big Picture

1. **What should you do immediately after you plan your BD strategy and conduct market research?**
   * a. Conduct capture for the opportunities you find
   * b. Stand up your marketing campaign
   * c. Develop opportunities pipeline
   * d. Qualify each opportunity to start capture
   * e. Answers b and c.
   * f. Answers b, c, and d.
   * g. Answers a through d.
2. **List the four actions companies take for growth.**
3. **What is the main difference between a business developer and capture manager?**

# Module 2: The Basics of Government Business Development

1. **The first two letters and/or numbers in the D&B rating mean the following:**
   * a. An indicator that company is a risk because no financial records have been provided to D&B
   * b. Business credit worthiness
   * c. Company’s net worth from the balance sheet
   * d. In certain situations, a. and c.
   * e. All of the above
2. **What is the purpose of the D&B Open Ratings?**
   * a. Assess company’s credit worthiness
   * b. Provide an independent assessment of company’s past performance
   * c. Establish corporate credit history
3. **What are the most prevalent uses of D&B information for BD purposes?**

# Module 3: Federal Market Overview

1. **What are the three branches of the U.S. Government?**
2. **The Federal Acquisition Regulations (FAR) is the uniform set of regulations for all government procurement.**
   * a. True
   * b. False
3. **Where do you look up FAR references?**
4. **What are the Government sites where you can research what an agency buys?**

# Module 4: Budgeting and Timelines

1. **Knowing the line items of the presidential budget is useless because it will change completely by the time the budget is passed.**
   * a. True
   * b. False
2. **Why do you need to know your agency’s acquisition process and policies? Select a statement that’s NOT true.**
   * a. To know when you can or can’t discuss a specific opportunity with the customer and shape the requirements
   * b. To determine who may be the source selection authority for your procurement given the decision-making thresholds
   * c. To understand what kinds of delays there may be in issuing an opportunity
   * d. To market your company to the agency

# Module 5: Small Business and Socioeconomic Set-Asides

**Using a case study, determine what steps the company should take in order for it to succeed in the Federal Market.**

**Case study: Acmini, LLC**

* Owned by Lindsey G., a woman of African American descent
* In business for 1.5 years
* $1.2 million, holds 3 government contracts providing graphic design of marketing materials
* 3 employees, 12 1099 contractors
* Registered in SAM.gov
* **NAICS code:** 541430 Graphic Design Services
* **Key Skills:** Creative graphic design, some marketing, some web design; Understands how to recruit great people, and capture imaginations of her customers
* **Needs your advice on how to take her business to the next level**

# Module 6: How Government Contracts with Industry

1. **A simple acquisition threshold (SAT) is meant to:** 
   * a. Set limit for Simplified Acquisition Procedures (SAP)
   * b. Set aside small contracts for small businesses
   * c. All of the above
2. **List three questions you need to ask to decide whether you need a GSA schedule.**
3. **Which of the following may be either a multiple-award or a single award contract?**
   * a. IDIQ
   * b. GSA schedule
   * c. GWAC
   * d. MATOC

# Module 7: Contract Types and Evaluation Criteria

**Scenario-based Discussion:** Discuss strategies for procurements at different purchasing thresholds and evaluation criteria.

**Scenario:**

* $4 million contract expiring in 6 months
* Incumbent: GDIT
* Contracting Officer states that no acquisition strategy has been developed.

**You are:** An SDVOSB with two past performances that are almost identical but at another agency; you have experience at this agency but on a slightly different contract

**Your competitors vying for this contract are:**

* An 8(a) IT firm entrenched at the agency
* A couple of other large businesses
* Unknown other competitors.

# **strat**Module 8: Market Research

**Group Practice:** Research a customer and competitors based on a company’s core capabilities.

**Marketi, LLC**

* Marketi, LLC is a [fictional] SDVOSB, is founded by three partners that used to work as MARCOM experts
* Company is focused on media and marketing services
* Partners need to understand the customer base and competitive landscape
* **Tip:** Start with the http://www.usaspending.gov/advanced-search

# Module 9: Pipeline as the Foundation of Business Growth

1. **Why does a business need a pipeline to function and grow?**
2. **What is the “Goldilocks Zone” for a well-functioning small business to identify and capture an average-sized opportunity?**
3. **Why do you need to look at dozens of opportunities to be able to bid on select few each month?**

# Module 10: Four Most Frequently Used Techniques to Fill Your Pipeline

1. **Provide examples of Search Criteria and Opportunity Qualification Requirements as applicable to your company.**
2. **What is NOT a goal of a trusted advisor?**
   * a. Listen closely to identify customer problem areas, hot buttons, and true care-abouts
   * b. Ensure the highest win probability (Pwin) for the company no matter what
   * c. Shape the requirements by first focusing on “what’s in it” for the government
   * d. Vet company’s solution with the government to ensure it’s the right fit
3. **How could your customer-facing workforce and partners help fill your pipeline?**

# Module 11: Technique 5: How to Identify and Leverage Sole Source Opportunities Whether Your Business is Small or Large

1. **Put the steps for the large business sole source process in the correct order:**

\_\_\_ a. Vendor (BDer) responds with quote (technical and price proposals) with good J&A fodder

\_\_\_ b. The government obtains approval from the appropriate authority

\_\_\_ c. Develop an RFQ or RFP and request the proposal or quote

\_\_\_ d. Determine the need for sole source contract

\_\_\_ e. The government requests Procurement office to issue a PO for a Sole

Source Contract

\_\_\_ f. The government evaluates the offer and prepares the J&A using the proper J&A form

1. **List ways a business developer can assist the government in preparing a justification for a sole source proposal.**
2. **Name at least three techniques appropriate for market research a contractor could use to help his or her government contact.**
3. **What information does NOT belong in the J&A? Check all that apply:**
   * a. Justification of need due to administrative delays and insufficient planning
   * b. A demonstration of the proposed contractor’s unique qualifications
   * c. Actions an agency may undertake to avoid a future sole source situation
   * d. Statement that a contractor has the best capability, offers the lowest price, or is the only qualified source

# Module 12: Less Frequently Used but Important Techniques for Building Your Pipeline

* 1. **What are some of the key elements of a teaming value proposition to potential primes that are “hunting” to win major opportunities?**
  2. **What are the tell-tale signs of a “hurting prime”?**
  3. **Name some sources of learning about networking events for government contractors?**

# Module 13: Strategic Business Development Planning

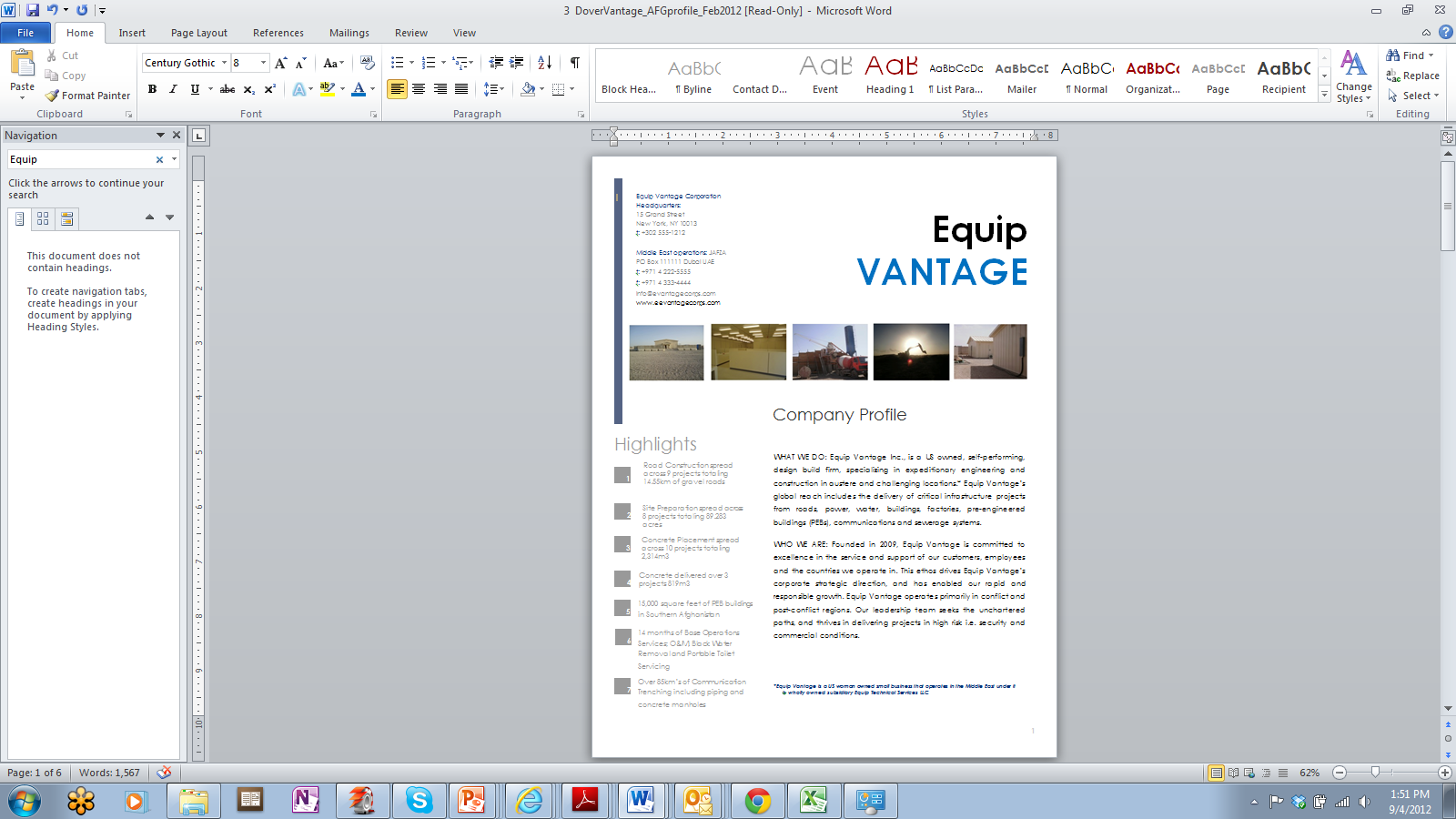
**Scenario-based Discussion:**

* Calculate business development budget based on a scenario below.
* Answer the questions Mr. Chow has.
* Is Mr. Chow’s plan realistic?
* How can he make the dollars go further?

**Scenario:**

* eTritt, Inc.’s President Mr. Chow has a lofty bookings goal of $16 million by the end of the year
* He is trying to diligently plan for the next year early on
* His biggest contract to date is with VA for $3.5 million
* He has $100K set aside for new business acquisition
* Him and his vice president have written all the proposals to date
* His win rate has been 20%
* **He is torn on whether to use consultants or hire his own staff.**
* **What size and how many opportunities does he need to put into his pipeline to reach his goals?**
* **Is his BD budget realistic and feasible?**

# Module 14: Marketing to the Federal Government

**Critique a capability statement to identify missing information and recommend improvements.**

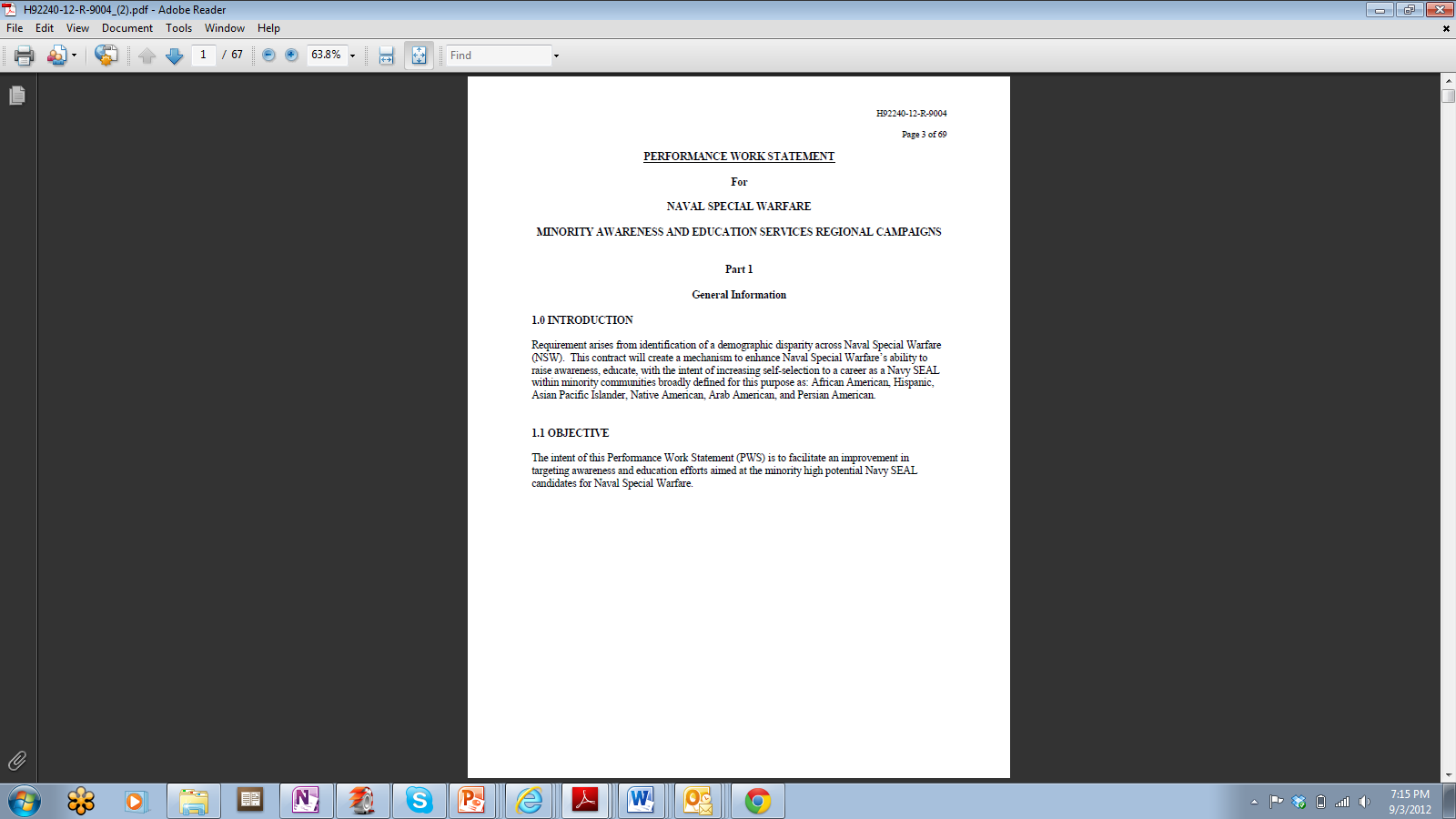
This is a real capability statement, sanitized for privacy purposes.

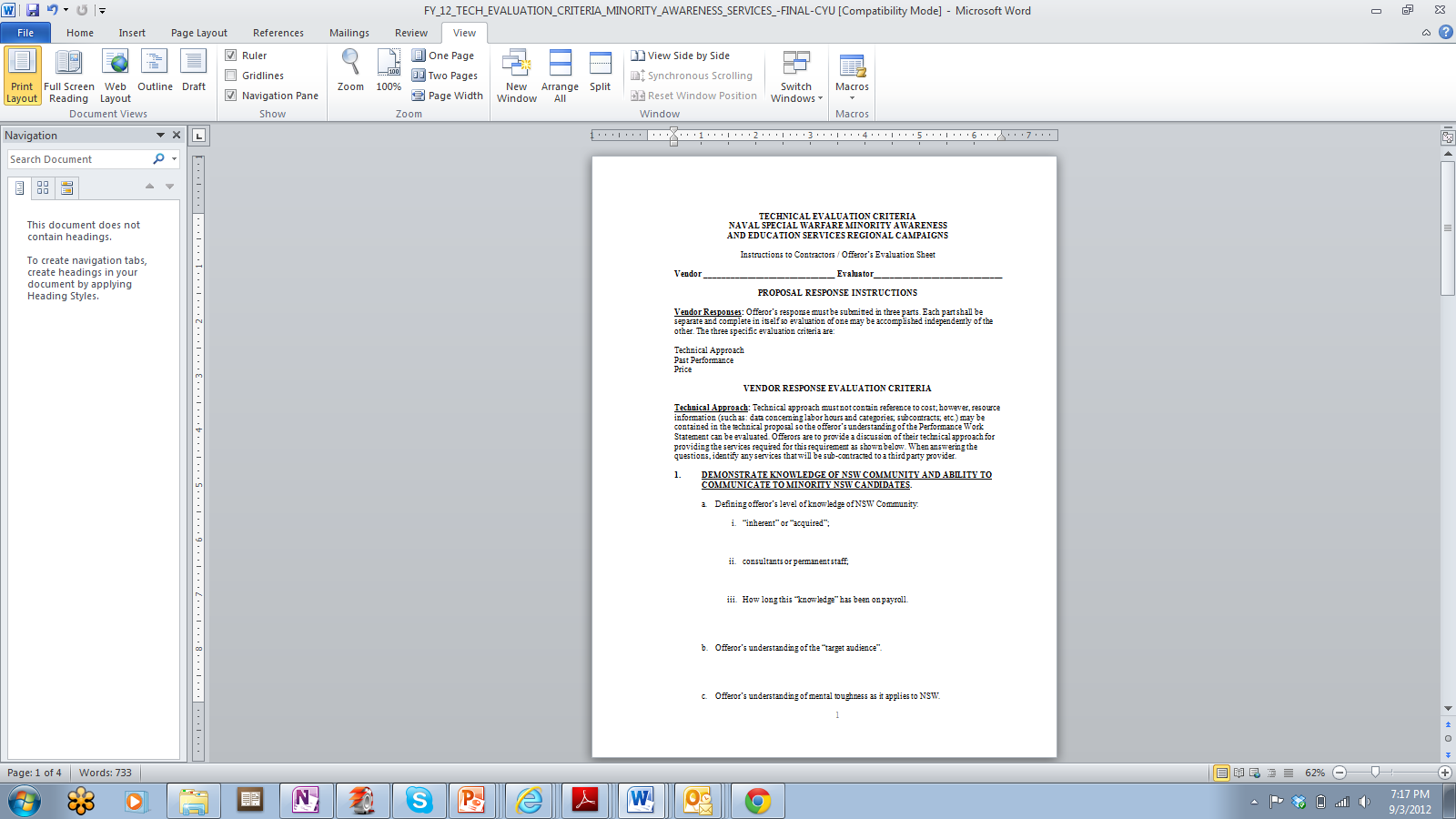
**Use the following Word file:** Module 14 - EquipVantage Capability Statement

# Module 15: Additional Marketing Techniques Relevant to Federal Government

1. **Select the techniques that work in marketing to the government customer:**
   * a. Connect to your customer via LinkedIn (Possibly Twitter, Facebook if you keep yours “clean”)
   * b. Show appreciation by wining and dining your customer
   * c. Follow up with your customer weekly to actively build a relationship
   * d. Invite your customer to a free training event at your location
2. **What kinds of ways you should NOT use LinkedIn in marketing to government customers and partners?**
   * a. Keep your company and all other identifying information private, only connecting with people you know, to minimize competition spying on you
   * b. Post an update every couple of hours
   * c. Actively advertise that you are looking for contracts to bid on in various groups
   * d. Include your presentations in your profile
   * e. Answer questions that others pose, positioning yourself as an expert in the field of interest to the customer
   * f. Become a LION to maximize your network reach

# Module 16: Qualifying an Opportunity to Start Capture

**Qualify an opportunity based on a provided scenario:**

* Marketi, LLC, an SDVOSB from the previous exercise.
* The company is one year old.
* Has experience with the Army and the Marine Corps providing marketing and communication services (media campaigns).
* Is looking at the RFP H92240-12-R-9004, Navy Special Warfare (NSW) Minority Awareness and Education Services Regional Campaigns.
* This contract will create a mechanism to enhance Naval Special Warfare’s ability to raise awareness, educate, with the intent of increasing self-selection to a career as a Navy SEAL within minority communities broadly defined for this purpose as: African American, Hispanic, Asian Pacific Islander, Native American, Arab American, and Persian American.
* They have two Navy SEALs on staff and hope to recruit more.
* Hope to get a teammate that has experience with Navy SEALs.
* **Use the following Word file:** Module 16 - TECH\_EVALUATION\_CRITERIA **and the following PDF file:** Module 16 - RFP