

# Action Items Checklist

## 100 Items to Consider on Your Government Contracting Journey



### Are You Ready for Government Contracting?

- Business Registered with **SunBiz** and Managed as a Separate Legal Entity
- Has Your Business been **Generating Revenue** for at Least Two (2) Years?
- Do you have a credible **Past Performance** story to tell?
- Do you have a proven **Marketing & Sales** process?
- Do you have at least a basic **Website** for your business?
- Does your business have the **Capacity** to support government contracting efforts?
- Are you **committed to learning** and education?
- Do you have a **Business Plan** or Business Model Canvas or similar?

### Commitment to Business Best Practices

- Utilize a Budget and Forecast
- KPIs (Key Performance Metrics) and Dashboard Discipline
- Policy and Procedure Discipline.
- Do you utilize Advisors? A BAIL Team? A Mentor? A Business Coach?
- Employee Handbook
- Personal Development Plan (for yourself and staff)
- Succession Plan? Do you have a "Strong #2" defined?
- Do you know your "Threats to Scalability"?
- Do you have strategic planning process in place?
- Do you have an Intentional Networking Strategy?
- Is Your Marketing & Sales Process rooted in sustainable, segmented, manageable "list"?
- Do you work to make your business Bankable, Bondable, and Investable?

### Positioned for Government Contracting

- DUNS number
- Primary NAICS code defined (and perhaps 2-3 secondary NAICS codes)
- Familiar with FAR (Federal Acquisition Regulation)?
- Registered in SAM.gov (Active CAGE code)?
- Registered with MyFloridaMarketPlace?
- Registered with VendorLink?
- Registered strategically with other states, counties, and cities?
- If eligible, have you considered State and Local CBE Certification?
- SBA Self-Certifications in place as applicable. (including SBA.Certify portal)
- If eligible, do you have a plan for 8A Certification?
- VOSBs: Have you Considered the CVE Verification (Vets First)
- Are You Eligible for a GSA Schedule? Does it make sense for you to pursue it?
- Do you Know Your Bonding Capabilities (if applicable)?

## Basic Government Contracting Marketing Plan

- Do you have a Government Contracting Market Research Process?
- Do you Know...
  - Your Target Markets?
  - Your Target Accounts?
  - Your Targeted Individuals/Positions?
  - Your Differentiators?
  - Your Competitors?
  - Your Potential Teaming Partners?
- Do you have a **Basic Government Contracting Marketing Tool Kit**?
  - A Complete Profile with the SBA's Dynamic Small Business Search (DSBS)
  - A Strong, Baseline, Capability Statement
  - A Strong, Baseline Elevator Speech
  - Is Your Government Contractor status represented on your Business Card?
  - Is Gov't Contracting factored into your Website and Overall Online Presence?
- Commitment to Utilizing Opportunity-Specific Capability Statements
- Do you have a written, **intentional** Networking Strategy?
- A calendar of Government Contracting Networking Events?
- Do you have a written Government Contracting Marketing Plan?

## Government Contracting Pursuit

- Do you know the Specific Vendor Registration requirements of your Target Accounts?
- Do the SBLO Contacts at Your Targeted Agencies and Contractors Know Who You Are?
- Do you have an Opportunity "Capture Plan"... to filter and prioritize opportunities?
- Do You have a Pricing Strategy? Do You Know Your Rates?
- Do You have "Passive Opportunity Development" tools in place? I.e. FBO.gov, DIBBS notifications, Florida PTAC Bid-Match (or similar), etc.
- Do You have a "Pro-Active Opportunity Development" plan? Could include:
  - Intentional Networking Strategies (targeting agencies, primes, small business)
  - KTL Networking (Your "Know/Like/Trust" List)
  - Potential Teaming Partner Development Strategy
  - Value/Differentiation Communication Strategy
- Do you have a "Proposal Development Process"? How do you Develop a Proposal?
- Is the SBA All Small Business Mentor-Protégé Program (ASBMPP) for You?
- Key Written Programs and Policies to Consider
  - Quality Control Procedures
  - Safety Program
  - Accounting and Financial Management Policies (Path to DCAA Compliance)
  - Cybersecurity (Know Your NIST 800 Compliance Gap)
  - Ethics and Compliance Policy

## Florida SBDC and Florida PTAC Resources

- Are You Working with a Florida SBDC Consultant?
- Are You Working with a Florida PTAC Counselor?
- Florida PTAC's "Bid-Match"? Have you Updated Your Keywords?
- Florida PTAC Market Research Support (includes FedMine and Gov\$pend Tools)
- Florida SBDC Market Research Support (including ReferenceUSA and IBIS World)
- Woo-Rank Analysis of Your Website
- Online Government Contracting Training for You and Your Team through [Govology](#)
- DISC Assessments for You and Your Team
- Are you Eligible for UCF's "Small Business Institute" (SBI) Program?
- Are You Eligible for the SBDC "Advisory Board Council (ABC)"?
- Do You Know of the SBDC and PTAC Training Programs Available?

## The Florida PTAC at UCF Team

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**The Florida PTAC at UCF can help you understand and develop a customized plan of action incorporating, these, and/or other, needs for your business.**

***Call us at 407-420-4430***

**State Designated as Florida's Principal Provider of Business Assistance [288.001, Fla. Stat.]**

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