



CHECKLIST FOR FEDERAL BUSINESS

1. Do you have a NAICS Number(s) that relates to your business? Do you know it? Their web address is <http://www.naics.com>
2. Do you have a Taxpayer Identification Number?
3. Do you have a DUNS number?
4. Are registered with CCR?
5. Do you have a contract vehicle?
6. Do you know the difference between RFP process and contract vehicle process?
7. Do you use search engines (Google) to find Federal Agency Information?
8. Have you gone to www.sba.gov to find out if you qualify for special small business status?
9. Have you checked out the web sites provided in these programs?
10. Do you know where the money comes from?
11. Have you gone to your local library business section to view contact directories, competitor information or online databases on company information?
12. Have you checked out your local college/university library for government data?
13. What RFPs have your competition won?
14. What total price won?
15. Have you checked the competitors Press Releases, Partnerships, Customers, Key executives?
16. What are your marketing goals?
17. What are your goals for your company overall?
18. What are your goals for this year?
19. What are your goals for the next five years?
20. What are your goals for the federal government?
21. What are your goals for state & local government?
22. What role does the government market play in the long term success of your company?
23. What do you want personally?
24. How will you know you have it?
25. What will it mean to you to get it?
26. What will get in your way of your goals?
27. Are you clear on your exact market definition & segmentation?
28. Are you clear on your exact target?
29. Are you clear on your value proposition?
30. Are you clear on your exact differential advantage?
31. Are you clear on your competition?
32. Are you clear on your positioning and how it is unique in your market?
33. Who needs to know about you?
34. What should they know?

35. How will they remember?
36. Have you contacted the Public Affairs office in a Federal Agency to get agency and budget data?
37. Have you contacted the Agency's small business office for the helpful data?
38. Have you gone to the U.S. Government Manual hardcopy or online to find and read agency mission statements?
39. Have you asked for an agency's 5 year plan?
40. There is a difference between the contracting/purchasing officer and the "end user"
41. Have you checked out your local or university libraries for contact directories?
42. Have you checked out RFQ' s for names of Contracting Officers or Technical Points of Contact? Check out winning contracts as well.
43. Have you checked out the GPO site where you can order Agency telephone directories?
44. Have you checked out the contact directories? [www .carrollpub.com](http://www.carrollpub.com) and [www .leadershipdirectories.com](http://www.leadershipdirectories.com)
45. Did you buy "Thank You" notes and do you use them?
46. Have you asked your technical contact if they have money in their budget for your products?
47. Have you contacted subcontract coordinators at large corporations for possible business on either current or future projects with them?
48. Have you checked out the SBA web site for subcontracting contacts?
49. Have you contacted large organizations, and their small business utilization office for information on sub-contracting?
50. Have you checked the "purchasing" or "vendors" link on large company sites for their goals, objectives, and initiatives?
51. Have you networked at technical conferences, seminars, bidding conferences?
52. Did you check out www.fedbizopps.gov for immediate business opportunities
53. Do you know what conferences/Trade Shows/seminars to go to in your business specialty?
54. Have you checked out your local Chamber of Commerce for company and government information and to network with other companies?
55. Have you met your local Congressman and asked for his help on anything?
56. Have you invited your local Congressman to your facility?
57. Have you asked for an endorsement letter?
58. What about your county executive or Governor?
59. Do you know your local politicians?
60. Have you gone to any local political or business meetings?
61. Have you been to your local Congressman's district office to introduce yourself and check their available information sources on the Federal Government- both the Executive and Legislative Branches?

62. Have you determined if you need one or more consultants? Do you know how to find them?
63. Have you reviewed a typical standard RFP document to see how it is structured?
64. Have you subscribed to any of the referenced commercial business opportunity databases on Federal solicitations? (See subscription list)
65. Could current Agency events present Opportunities for your business? Watch the news!
66. Have you checked out "Sources Sought" opportunities?
67. Have you checked out the SBIR (Small Business Innovative Research) websites?
68. Have you read through the terms and conditions on a typical government procurement?
69. Did you layout a specific plan with time lines for doing the parts of and the final whole proposal?
70. What have you done for getting a list of team members on current and future business opportunities in the federal government?
71. Have you checked out agency procedures and format for unsolicited proposals?
72. Have you connected up with idea people either from within or outside your business?
73.]Are you on any procurement list so that you will be asked to provide a quote on a small purchase? (Three vendors are required to quote.)
74. Have you made attempts to meet the procurement official to get on this list?
75. Have you checked with procurement to see if they can make small purchases of your product with government credit cards?
76. Does your procurement contact use www.fedbizopps.gov to list his business opportunities? If not, where
77. Have you gone to SBA' s regional office nearest you for support and information?
78. Have you investigated www.score.org for help?
79. Have you found out what the Small Business contract goals are for an agency?
80. Have you found out the Competition Advocate's name and phone # at the agency?
81. Have you found out the name of the SBA Representative at the agency? See web site.
82. Have you checked out the Small Disadvantage Business Program at SBA?
83. Have you checked out the FOIA procedures and formats?
84. Do you know when you should use FOIA?