I'm Certified, Now What?

Getting certified as a Small Business (SB) or Disabled Veteran Business Enterprise (DVBE) is just the first step in securing contracts with the State. Use the information below to add significant value to your marketing efforts.

BE PROACTIVE

Keep your business information up-to-date to ensure you receive important information. Don't miss out on a business opportunity by letting your SB/DVBE certification lapse.

Make sure you are properly licensed and insured—some State jobs require licensing and insurance.

Be responsive—submit a complete and timely bid package that complies with all aspects of the State's solicitation. One missing item can dismiss your entire bid package. For clarification, contact the contracting/purchasing official.

Be responsible—demonstrate how you will fulfill the solicitation's requirements and specifications and show how your proposal gives the State the best value regarding product pricing, product quality and timely product delivery.

KEYWORDS AND HOW TO CHOOSE THEM

- After becoming certified, check your keywords occasionally and keep them current
- State agencies use keywords to locate certified firms that match their goods or service needs
- Compare your keywords to your competitors. Are yours different, more descriptive? Go to **www.bidsync.com/DPXBisCASB**, type your keywords into the box and click *Search*. View competitors' profiles to see their keywords.
- Do the keywords include everything your business offers?
- Use common terms and single words; include specialty items and brand names. You can use up to 500 characters

CSCR SUBCONTRACTING OPPORTUNITIES

- The California State Contracts Register (CSCR) is a one-stop source for contracting opportunities
- State agencies post their solicitations on the CSCR when they go out to bid
- Subcontractors can find contracting opportunities on the CSCR and subcontractors can place ads seeking work with potential primes
- Ads are free
- Access bid holder reports from the solicitation
- Questions: email **Advocate@dgs.ca.gov** or call **1-800-559-5529 x 3#**

AD NOTIFICATION

- This free service notifies subscribers of advertised opportunities in the CSCR
- Create a custom profile and you'll know when matching opportunities appear in the CSCR; check your profile occasionally to maximize its benefit
- To locate your CSCR profile; go to: **www.bidsync/DPX?ac=login&site=links&**, click on *Add SB/DVBE Certifications* under the State of California profile
- Forgot your password? Call **1-800-990-9339**

WHO BUYS WHAT

- Find out which agencies buy your company's products/services at the State Contracts and Procurement Registration System (SCPRS): **www.dgs.ca.gov/pd/programs/eprocure/scprsdata.aspx**
- Choose a contract type and report year. Conduct a word search. Be creative!

THE SB/DVBE OPTION

- The SB/DVBE Option is mandated by Government Code 14838.5 allowing State buyers to target Certified SBs or DVBEs
- It involves bids for goods, services, and IT goods and services that are $5,000.01 to $249,999.99 (or up to $250.000 for public works contracts)
- Buyers get at least two price quotes from SBs or DVBEs and award the contract to one of them

CMAS CONTRACTS

- DGS Procurement Division establishes agreements with suppliers who offer products and/or services currently available through existing Federal General Services Administration (GSA) multiple award schedules
- Search California Multiple Award Schedule (CMAS) to see if there are contracts that match your business
- For more information about CMAS: **www.dgs.ca.gov/pd/programs/leveraged/cmas.aspx** email **cmas@dgs.ca.gov** or call **(916) 375-4363**

RECIPROCITY PARTNERS

- The goal of the Reciprocity Program is to attain One-Stop Certification in California
- Reciprocity is achieved when a local entity honors the State's SB or DVBE Certification, adding local SB/DVBE program requirements if needed

MARKET YOUR BUSINESS

- SB/DVBE Advocates can assist you with information regarding contracts with their agency. Use the SB/DVBE Advocates Directory at: **www.dgs.ca.gov/pd/programs/osds/advocate.aspx**
- Research to determine what the agencies do. What is their mission? Does your business provide products/services that fit their needs?
- Target specific agencies but don't overwhelm
- Focus on email, use bullets, avoid long narrative
- Accept VISA® as a form of payment. (CAL-Card® is the state's VISA credit card payment program.)
- Offer recycled products
- Need a marketing plan? Check out *MarketingPlanPro.com* and *BusinessPlanPro.com* for software and *ConstantComment.com* for templates
- Need a website? Go to *GoDaddy.com* for website domain name. See *Homestead.com* for website hosting
- Check out *GoodKeywords.com* for internet keyword suggestions and management
- Consolidated Annual Report **www.dgs.ca.gov/ola**

RESOURCES

The following online resources connect you with potential state contracting and purchasing personnel:

- California Agencies, Departments and Commissions: **www.ca.gov/CaSearch/agencies.aspx**
- California State Telephone Directory: **www.cold.ca.gov**

Small Business Development Center: **www.sba.gov/localresources/district/ca**

Free business advice: **www.score.org**

Procurement Technical Assistance Centers: **www.aptac-us.org**

IF YOU ARE AWARDED A CONTRACT

If your business secures a State contract, you are legally bound to deliver as promised. Many contracts do not pay until the job is completed; be sure you can meet all aspects of the contract including the financial impact on your business. Make sure that your performance has a positive impact on your future opportunities.

DGS STATE OF CALIFORNIA • Department of General Services • Procurement Division
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