



DoN OSBP

Small Business Webinar Series

Sources Sought Announcements:

Why Do We Use Them & Why Should You Respond



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AGENDA

- Purpose of Sources Sought Notices
- Purpose of Market Research
- What is a Sources Sought Notice
- Sources Sought Notices Vs Requests for Information (RFI)
- Why respond?
- How to respond!
- Where to locate opportunities
- Who wins?



GOVERNMENTS PURPOSE: SOURCES SOUGHT NOTICE

- Mandated Market Research
 - FAR Part 10.001 requires:
 - Before developing new requirements documents
 - Before soliciting offers above the Simplified Acquisition Threshold (SAT) (\$150K) &
 - Before soliciting offers below the SAT when adequate information is not available.
 - FAR Part 10 aids
 - Option Exercises & Sole Source Contract Action



PURPOSE OF MARKET RESEARCH

- Determine if commercial sources exist to meet the requirement.
- Assesses whether two or more small, 8(a) or HubZone Businesses can meet the requirement for a set-aside
- Ascertain whether the item needs some minor modifications.
- Determine if the requirement can/should be modifying
- Identify commercial practices (e.g., warranties & licenses, buyer financing, maintenance programs, terms & conditions, & commercial discounts).
- Can help obtain best price/best value for the Government. (Options)
- Identify successful acquisition strategies



WHAT IS A SOURCES SOUGHT NOTICE (SSN)

The Sources Sought Notice is a synopsis posted by a government agency that states they are seeking possible sources for a project.

It is not a solicitation for work, nor is it a request for proposal. Reference the FAR, Subpart 7.3 and OMB Circular A-76.

***A Sources Sought is not an actual bid or proposal solicitation;
instead, it's a solicitation of interest.***

***Think of a Sources Sought as market research
being conducted by a government agency to determine
what the capabilities and interests of the marketplace are.***



Federal Acquisition Regulation (FAR)

Sources Sought Notice (SSN):

- FAR 5.201(c): "...the primary purposes of the synopsis notices are to *"improve small business access to acquisition information and enhance competition by identifying contracting and subcontracting opportunities."*
- FAR 19.501(c) states: *"The contracting officer shall review acquisitions to determine if they can be set aside for small business, giving consideration to the recommendations of agency personnel having cognizance of the agency's small business programs. The contracting officer shall perform market research and document why a small business set-aside is inappropriate when an acquisition is not set aside for small business."*

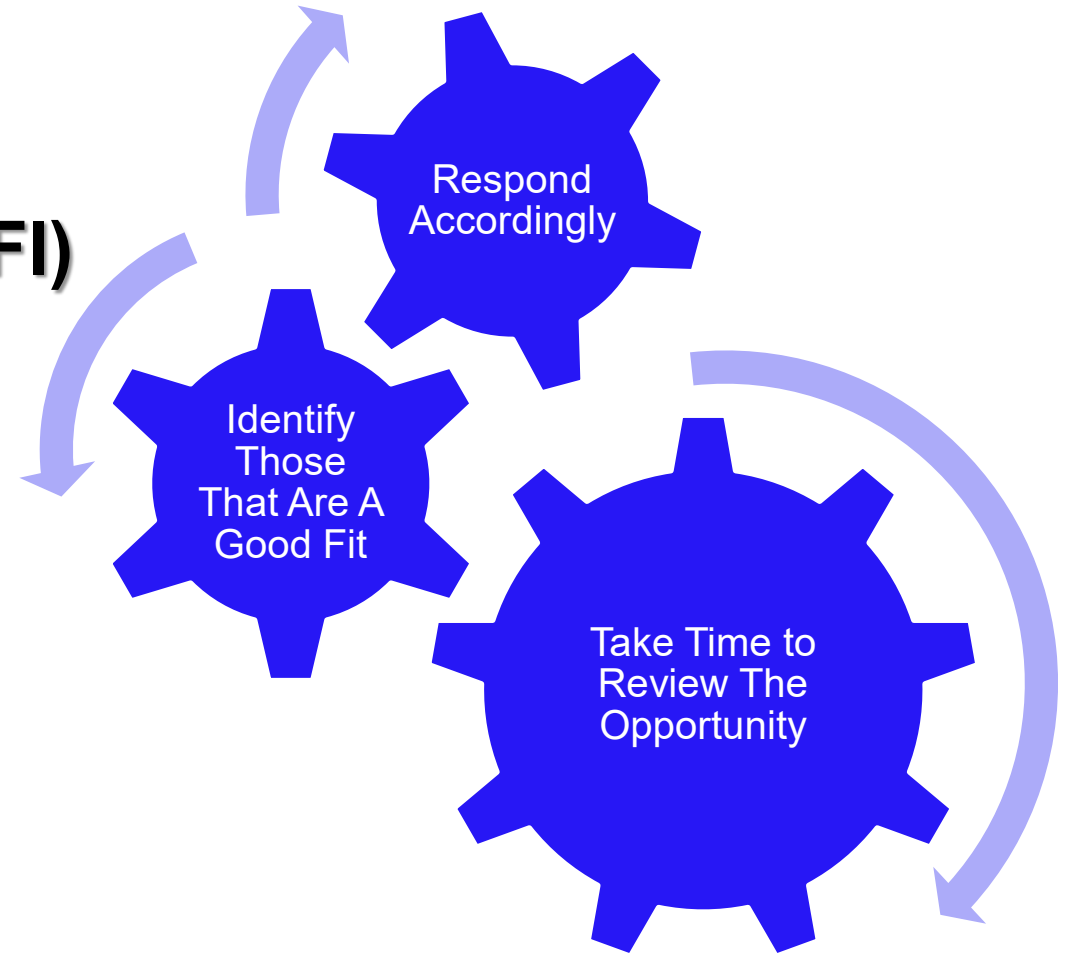
REQUEST FOR INFORMATION (RFI)

- FAR Part 15.201(e) "RFIs may be used when the Government does not presently intend to award a contract, but *wants to obtain price, delivery, other market information, or capabilities for planning purposes.*"
- RFIs are also mentioned at FAR 10.002(b)(2)(iii) as a *technique of conducting market research.*



SOURCES SOUGHT NOTICE VS. RFI

SOURCES SOUGHT NOTICE
and
REQUEST FOR INFORMATION (RFI)
Are Often Used Interchangeably





WHY RESPOND?

When you respond to a Sources Sought Notice, you...

- Distinguish yourself from your competitor
- Opens the doors to opportunities and build relationships
- May lead to an inside track on an eventual contract
- You may influence how a federal agency “packages” any eventual Solicitation.
- Your response may assist the government in their market research, which may result in determining if there are two (2) or more capable Small Businesses that can perform the requirements of a planned contract; resulting in a possible set-aside.



HOW TO RESPOND

It is important that you not respond just for the sake of responding. However, when you do respond you should:

- **DO NOT** attach a “pre-written/generic” capability statement
- **Address each task or element specifically** – *include details – task by task*
- **Explain your capability level** – *is it general knowledge, detailed knowledge, experience as prime or sub?*
- **Identify contract experience & past performance** – *include details that give the experience credibility*



HOW TO RESPOND (Continued)

- **Locally relate** - *Have you done the work in the past with this agency or other government agency*
- **Scope of the Contract** – *Be sure to show understanding of the scope of the contract by responding with examples that match the scope of the contract.*
- **Transition Plan** - *Do you have a plan to transition this contract from the previous vendor to you?*
- **Always respond by the deadline...Not One Second Late!**



WHERE TO LOCATE OPPORTUNITIES

- beta.SAM.gov - is now the authoritative location for finding contract opportunities.
- Department of Navy (DoN) **Long Range Acquisition Forecast (LRAF)** – visit DoN OSBP Webpage <https://www.secnav.navy.mil/smallbusiness> to link to Command LRAFs
- Participate in **Matchmaking** Opportunities
 - Come Prepared
 - Do your Homework
 - Tailor your elevator speech and handouts to the Buying Command that you will be Matchmaking with.



WHO WINS?

For the greater good of the entire Small Business Community,

- Writing an effective Capability Statement is crucial
 - *if the Government technical reviewer can determine that two or more of the responders to a Sources Sought Notice are technically capable companies, then the solicitation can be set aside for competition by only Small Businesses.*
- Small Businesses need to help each other get solicitations set aside for Small Business competition
 - *it may seem counter-intuitive but working together with your Small Business competitors to get the solicitation set aside for Small Business competition, allow you to compete with each other vs competing with other than small businesses.*
- Give it everything you've got, its worth it!



QUESTIONS

THANK YOU FOR PARTICIPATING

<https://www.secnav.navy.mil/smallbusiness>

<https://www.ssp.navy.mil/>

For Questions, Please contact Marita Thompson at

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