



GOVDEALS IN DAYS

Ten Ways the Government Buys
OUTSIDE the Bid/RFP Process

HOSTS

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Today's Presentation...

How YOU can win a
government sale in just
weeks, days or HOURS





FACT #1:

Federal, State & Local
agencies spend a
combined \$7+ trillion/year





FACT #2:

80% of Government
spending does NOT go
through a bid/RFP process



10 Ways the Government *REALLY* Buys

1. Sole Source
2. Discretionary Spend
3. P-Card
4. Piggy-back
5. Set-Aside
6. Simplified Quotes
7. GSA Schedule
8. State Contract
9. Co-Ops
10. State of Emergency



1. Sole Source

- Agency determines there is only ONE source/company that can meet their requirements
- VERY rare in Theory
- Approved on regular basis
- Could be based upon ANY product, feature or service offering
- **Secret:** Agency will typically rely on the vendor to provide substantiation for a Sole Source



2. Discretionary Spend

- Amount of money an Agency can spend without additional approvals
- Amount varies based upon size of agency & how long Head of Procurement has worked at Agency
- Challenging to uncover this amount
- **Secret:** Deals can be segmented to fit within the Discretionary Spend amount



3. P-Card

- *P-Card* = Credit Card
- Challenging to uncover WHO has the P-Cards within the Agency
- **Secret:** Deals can be segmented to fit within the P-Card amount



4. Piggy-back

- Once you win a contract sale....ability to add-on (piggy-back) additional sales on that contract
- Variables when considering piggy-back:
 - When initial sale was completed (how recent)?
 - How close is the original Agency?
- **Secret:** Agencies can justify using almost ANY “piggy-back” contract



5. Set-Aside

- Agencies set-aside certain procurements to assist certain socio-economic classifications
- Major Socio-Economic Classifications:
 - Small Business
 - Woman-owned business
 - Minority-owned business
 - Veteran-owned business
- **Secret:** Agencies can “set-aside” almost any procurement (regardless of size & scope)



6. Simplified Acquisition/Quotes

- Agency merely needs to obtain a specific number of quotes to complete a contract award
- Typically for “commodity” items (easily described & not clarifications needed)
- Source: GovQuote.us
- **Secret:** Agencies awarding sales/contracts within just HOURS



7. GSA Schedule/Contract

- General Services Administration (GSA) has a set of high-quantity products on federal schedule/contract
- Takes time to get on GSA Schedule and applicable pricing is valid for extended period of time
- **Secret:** GSA is rarely the “best available price” and Agencies have a lot of discretion if they want to use a GSA schedule (mainly to expedite a purchase)



8. State Contract/Schedule

- Each State has a set of contracts/schedules for high-quantity products purchased within the State
- Very similar to GSA Schedule -- just State focused
- **Secret:** State Contract is rarely the “best available price” and Agencies have a lot of discretion if they want to use a State Contract (mainly to expedite a purchase)



9. Co-Ops

- Co-Operative Contracts
 - Public/Agency Contracts
 - Private Contracts
- Agencies need “approval” to purchase from a Co-Op contract
- **Secret:** There is an increasing number of these contracts...the organizing Agency typically receives a small rebate for each purchase



10. State of Emergency

- When an Agency declares a “State of Emergency” -- the procurement process becomes much more streamlined
- Examples: COVID, Hurricane, Civil Unrest, etc.
- **Secret:** State of Emergency designations help the companies with “established agency relationships” the most
 - Agencies buy from who they know/trust





How do I find & win
these non-Bid/RFP
opportunities?



“Normal” Government Sales Process

- CALL to initially contact agencies
- Impactful way to show/demo your product/service
- Follow-up 7-9x with additional information
- Use 1-2 videos to assist with sales process
- Offer a clear “differentiator”
- Make is “easy” for risk-averse Agencies



Once an Agency LOVES your
product/service...they will
(typically) explore these 10
purchasing options

(Secret: Agencies don't want to do bids/RFPs either)



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Q & A

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