

## Marketing Tips

- **Know your market niche.** Focus on products and services that reflect your niche. Concentrate on what you do best.
- **Provide high quality products and/or services.** The Defense Health Agency is looking for established companies with a successful track record in providing the types of products and services we need. If you can do the job in a timely, professional and cost-effective manner, let us know.
- **Read the Federal Acquisition Regulations (FAR) and Defense Federal Acquisition Regulation Supplement (DFARS).** The FAR is the primary regulation that all federal government agencies follow when they purchase products and services. The DFARS implements or supplements FAR. DFARS, **Procedures, Guidance and Information (PGI)** is a companion resource to the DFARS which provides non-regulatory Department of Defense (DoD) procedures, and guidance and information relevant to FAR and DFARS topics. **Defense Procurement and Acquisition Policy (DPAP)** is responsible for all acquisition and procurement policy matters in the DoD.
- **Register your company in the [System for Award Management \(SAM\)](#).** All current and potential government vendors are required to register in this database in order to be eligible for contract awards and payments. Contracting Specialists and program office staff conduct market research and verify a company's Small Business Administration certifications through this database.
- **Apply to get on a [General Services Administration \(GSA\) Schedule](#)** through GSA's Schedules Program, which is used by federal agencies to procure products and services. These schedules are the preferred procurement method in federal contracting.
- **Prepare a one-page capability statement** that identifies your company's certifications, overview and experience as it relates to a specific or general opportunity being sought. Use the one-page statement as a way to introduce your company.
- **Prepare a comprehensive capability statement** that provides a complete overview of your company.
- **Find prime contracting opportunities** at [Federal Business Opportunities](#) Website, which is the online site where federal government agencies post procurement opportunities over \$25,000.