

NSWC Crane Division Overview

Presented by: Matt Burkett, Deputy for Small Business



CAPT Mark Oesterreich, USN
Commanding Officer

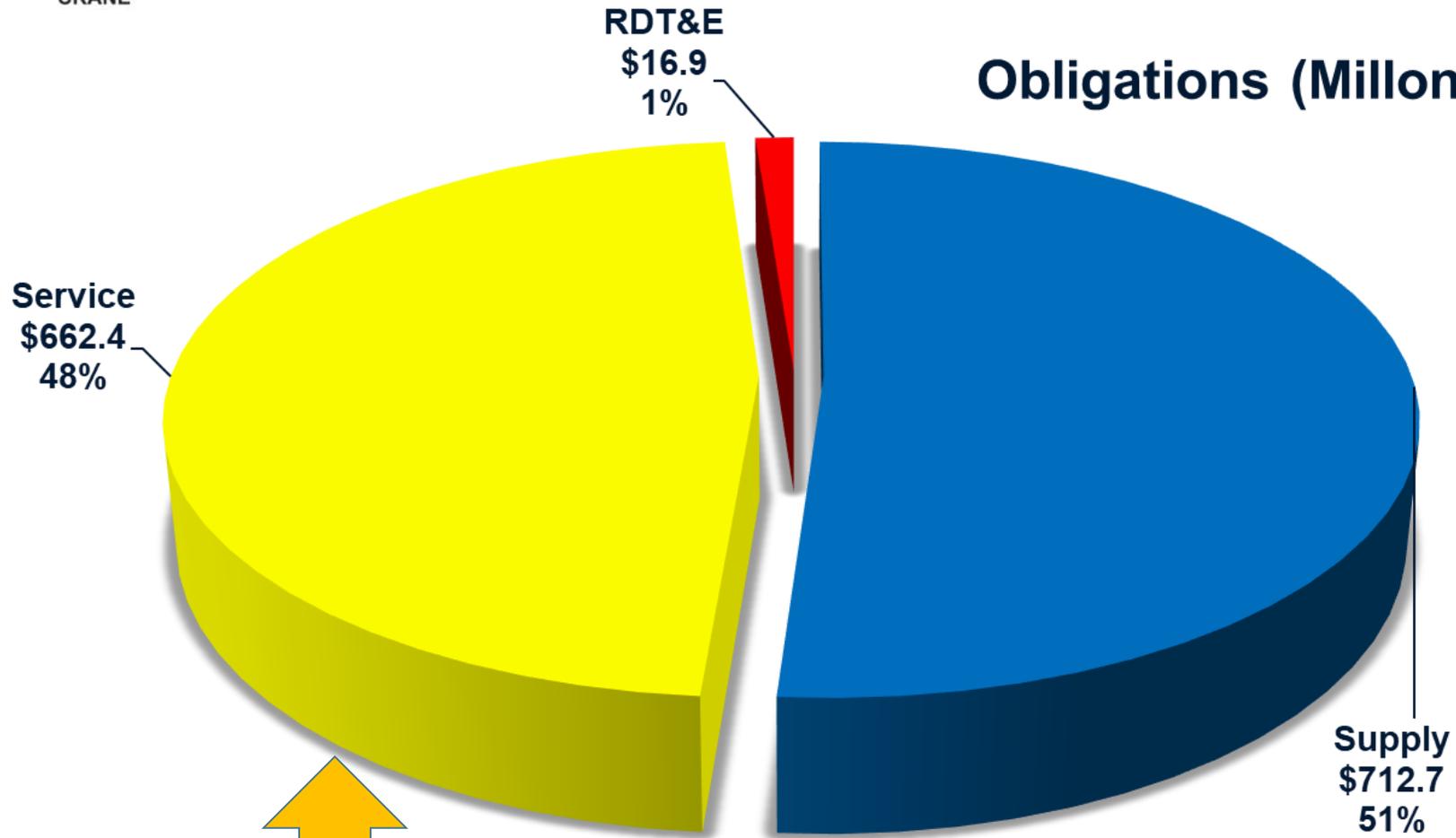


Dr. Brett Seidle, SES
Technical Director

- **Identify and Advocate for use of small business as both a Prime and Subcontractor**
- **Review all NSWC Crane procurements exceeding \$10K**
- **Small Business Rule of Two**
- **Work closely with contracting and requirements personnel to make sure small business has maximum opportunity to participate in all Crane procurements**

- **Sources Sought / Advanced Notice**
- **Pre-Solicitation Conferences**
- **Industry Days**
- **Draft Statement of Work (SOW)**

Obligations (Millions)



~1300 support contractors to supplement the Crane team

SeaPort-e/SPS	NAICSCode
Large	334511
	333314
	332992
	332993
	334419
	332994
	334220
	541330
	325920
	336510
SAP	541519
	511210
	334515
	334111
	332710
	334513
	811219
	334511
	334417
334418	
SeaPort-e/ SeaPort NxG	541330

- **< \$10,000 Micro Purchase**



- Identify need
- buy

- **Simplified Acquisitions Process**



- Identify need, approvals, publish, evaluate, buy

- **>\$250,000 Large Contracting**



- Identify need, plan, approvals, publish, evaluate, negotiate, award, administer

- **>\$250,000 SeaPort-e Services Contracting**



- Identify need, plan, approvals, publish, evaluate, negotiate, award, administer

HOW YOU CAN HELP:

1. Identify Your Product or Service.
2. Research What We Buy.
3. Identify Your Target Market within DoD
4. Explore Sub-contracting Opportunities.
5. Provide effective responses to source sought notices.
6. Request Feedback and ask for a debrief.
7. Maintain awareness of current regulations and emerging changes with the Federal Acquisition Regulations (FAR).

MARKET YOUR FIRM WELL!!

- **Host 10+ Industry Outreach Events per year, including:**
 - **Buy Indiana Expo in French Lick** – Each year in April
 - **Industry Days:**
 - As necessary to discuss Department-wide contracts portfolios
 - APBI: Every 2 year event to discuss direction of Crane and upcoming contracting opportunities
 - **SeaPort-e Town Hall Meetings:**
 - Quarterly meetings to discuss policy changes and address industry questions
 - **Training:**
 - Crane Road Shows
 - Tuesday Meet & Greets with Deputy for Small Business at Westgate Academy

***NSWC Crane Consistently Educates
and Engages with Industry***

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FORTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

Value of the Crane Outreach Events: 10+ events every year

- 1. Limitation on Subcontracting Deviation – Become familiar with the change.**
- 2. Small Business Runway Act of 2018 – 5 year average of annual receipts vs. 3 year average.**
- 3. NIST SP 800-171 / DFARS 252.204-7012**

<https://www.secnav.navy.mil/smallbusiness/Pages/default.aspx>

Additional Resources:

- **System for Award Management** www.sam.gov
- **DoD Office Small Business Program** www.acq.osd.mil/osbp
- **Small Business Administration** www.sba.gov
- **Federal Business Opportunities** www.fbo.gov
- **DON Small Business Programs** www.donhq.navy.mil/osbp

- **Procurement Technical Assistance Center – Check with your state**
- **Indiana Small Business Development Corporation – Check site for area directors**



Contact Information

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- **QUESTIONS???**