

Federal Contract Services

Presented by

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Breen Key Facts

FOUNDED

1994

HEADQUARTERS

Washington, DC

WEBSITE

www.joebreen.com

CORE COMPETENCIES

Program Management
Contracts Administration
Contracts Management
Contracts Consulting
Fed. Acquisition
Regulations

Branch Locations

Hartford CT

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1.0 COMPANY OVERVIEW

1.1 Business Overview

The Breen Consulting Group has been providing government contractors with specialized federal contract services since the company was founded in 1994. Prior to founding the company, Joe Breen led PPG Industries in their government sales program, which saw unprecedented growth

Since that time, The Breen Consulting Group has represented *Fortune 100* companies, medium and small sized firms, foreign governments, as well as state governments seeking to provide their constituent companies with contracting expertise. From a compliance perspective, we are sought after by some of the top law firms in the United States to focus our contract expertise to assist clients with compliance issues.

We consider ourselves to be highly unique and specialized. We not only provide outside consulting, but use our expertise for “hands on” program development and management. For select companies, we offer a complete turn-key program whereby we develop and manage their contracts program and act as their representative in all contract matters ranging from management of all contracts, to bid development, contract administration, RFP/RFQ management and submittal, as well as post award implementation and compliance.

Of course, at the end of the day, your company has to be profitable. This is an area where we excel. Our programs are offered normally at a fraction of the cost it would take a company to internalize the services package we provide. Our program development begins with providing comprehensive market intelligence to include competitive range, market size, as well as a complete roadmap as it relates to upcoming opportunities over the next 2-3 years. We develop a bid strategy that includes development of response criteria as well as pre-discussions with contracting staff. The results have been and can be impressive. For some companies, we boast a contract award rate of nearly 70% of all opportunities pursued. In nearly all cases, we increase government sales significantly.

The Breen Consulting Group offers innovative programs designed to impact the federal contract sales of our clients, while keeping them clear of any compliance issues. Through the implementation of our programs, client companies can enjoy near instant impact on the success of their government contract sales program.

2.0 RECOGNIZING A SUCCESSFUL CONTRACTING PROGRAM

2.1 Common Expectations and Pitfalls

Having worked with hundreds of companies over the years, we are cognizant of the challenges and expectations involved in development and ongoing management of successful government contracting programs. The United States Government as a customer is a highly-prized asset. They are the largest purchaser of goods and services in the world, and they are required to pay within 30 days. As such, it is always disappointing to see companies with great products and services, whose contracting sales program fail to meet expectations.

Like any other sales effort, to be successful, there must be focus, leadership, and commitment on behalf of the company. For many companies, a great deal of effort has been put forth to be approved under a GSA contract. However, all too often, when looking at existing client programs, there is typically limited implementation to include only “part-time” assignment of a sales person or persons with no experience in government contracting. We see client companies whose entire operational marketing plan relies on nothing more than being under a GSA contract, hoping that the phone will ring. More than not, those companies fail to perform.

Under GSA schedule contracts, the government purchases over \$60 billion a year. However, what most do not realize, is that nearly 50% of all companies under contract have little to no sales. If your company is one of these, you most likely share some of the following challenges:

Common Challenges associated with federal contract sales programs:

- Lack of research and marketing intelligence to define market targets; determine relevance in the market; determine market size; identify & target opportunities over 3 year period.
- Are unable to adequately adjust to cyclical volume demands and provide effective and efficient processing of bid requests
- Have non-existent metrics to capture success rates, contract data required for reporting.
- Maintain inadequate procedures for bid opportunity identification; bid review process; bid development and submittal.
- Lack of federal contract knowledge to provide field assistance on contracting matters
- Inadequately staff personnel to maintain GSA contract administration requirements such as modification, price increases, addition of services / products.
- Inadequately place controls and procedures for performance monitoring, standard operating procedures, training, and financial accounting.

2.2 How the Breen Consulting Group Can Help

Based on our experience, the Breen Consulting Group (BCG) is well positioned to assist you with the development and administration of your federal program with a plan that is customized to your needs. Whether your objective is to obtain consulting advice and implementation support in improving one or more aspects of your program, or you are seeking a qualified partner to manage the entire complex program administration, BCG has experience in all aspects of relevant contract programs. Here are just some of the ways we can help:

- Provide comprehensive market intelligence to include relevant data, competitive range, potential market size, cumulative sales opportunity range, benchmarking.
- Provide consulting support aimed at improving efficiencies, throughput, and contract response
- Assist with the development of bid response document templates that can be used in response to a varied number of bid types.
- Develop successful government contract strategy
- Provide expertise, guidance, and recommendations focused on process procedures including evaluation of opportunities, bid protocols, and response mechanisms.
- Develop and implement suitable controls and procedures for performance monitoring and operational processing including developing standard operating procedures and training programs
- Provide client consultation on current and proposed contract issues / strategy
- Identify and cultivate subcontracting opportunities
- Provide turn-key program management of all aspects to include research, daily opportunity review, coordination with client personnel, contract administration, contract management, contract compliance, metrics reporting, training of company personnel on support issues, award implementation, as well as field sales assistance.

With proven methodologies and expertise to design and deliver a comprehensive program – large and small businesses, as well as federal, state, and foreign governments have trusted the Breen Consulting Group to provide highly effective, comprehensive program development, management, and contract oversight.

Our clients view us as partners in achieving their strategic objectives. We have earned this privileged status through our emphasis on customer service and dedication to constant evaluation and improvement of business processes. The Breen Consulting Group has built a team of specialists armed with industry knowledge and unique subject matter expertise to assist clients with solving specific challenges impacting operations.

The program services we offer are designed to provide a complete and total service to select clients. Most consulting firms only advise a client what to do, leaving the client to self-implement. The Breen Consulting Group provides complete turn-key services to establish and implement a program by which you can be successful and profitable. The level of resources we put forth to any given project reflect the level of resources our clients currently provide. In many cases, there is limited personnel or assets assigned to the project. We fill in the holes and assign

knowledgeable and experienced personnel that are up to the challenge.

How we help you succeed:	Why it's important:
Efficient, Cost-Effective Program Design & Management	An effective, compliant program can provide a highly profitable revenue stream for up to 20 years
Comprehensive Market Intelligence	Without detailed market research, no targets are defined, and no effective strategy can be developed
Contract Strategy Development	Through this process, goals and targets are identified and proven methods are implemented
Review of All Bid Opportunities	This provides the client with a review for relevance, as well as identification of potential compliance issues or special service/product requirements
We Prepare and Bid All Opportunities	We speak the language. We put together bid proposals that meet government requirements, while meeting your operational requirements
Contract Administration Services	Administration of your GSA and other contracts are vital to the success and profitability of the contracts, as it allows you to make changes that affect pricing, products and services allowed under contract, as well as keeps contracts in compliance with contractual requirements
Partnership Philosophy	Working as one team improves program effectiveness

It is a simple fact that the success and viability of your government program is highly dependent on the resources you bring to bear. The Breen Consulting Group offers a packaged service that provides a team of professionals to quickly and effectively establish your program, set strategy and process, and implement that strategy successfully.

3.0 Services Proposal

The Breen Consulting Group delivers smart, cost-effective, compliant outsourcing solutions that leverage our consultative expertise and operational prowess. Clients benefit from development of a well-defined strategy, and a well-executed implementation and management of that strategy. We have provided herein, a general outline for services to provide your firm with a comprehensive program to manage their Federal Contract Program.

3.1 Background

The Breen Consulting Group is a specialized firm that provides consultation and contract services to companies, governments, and non-profit organizations seeking to expand current operations, or to better management current contract operations. Your firm has requested a proposal for services for the Breen Consulting Group to provide specific contract services in support of their efforts to increase business within the federal government sector.

3.2 Relevancy in the Federal Market

For any client, to develop a successful government program, we first must establish “market relevancy”. In short, are the products and services your firm offers commercially translate over to services and products in demand by the United States Government? If so, to what extent?

To be relevant in the public sector, a company must have the infrastructure to successfully deliver the products and services they provide. This is especially true with smaller companies or “start-ups”. Many companies seek out government contracts to establish their company. The fact is, for the most part, only established companies are successful in attaining and managing federal contracts. Statistics show that the strongest providers of services to the government (with exceptions), are those with sales averaging 10% of their overall commercial sales.

In many cases, the market intelligence services we provide to our clients helps to establish relevancy in the market. These services accurately show the total market value by industry, sub-sector, competitive benchmarking, and specific relevant contracts coming due within 36 months.

The program we provide represents a structured approach in which our firm acts on behalf of your company, reviewing bid opportunities, conducting market intelligence, preparing responses to government bid opportunities continuing on to contract award, and post award contract activities.

3.3 Market Intelligence

Keeping track of your competition and the state of your industry is an integral part of operating any business. Traditionally, that information has been termed "market intelligence." In recent years, the practice of collecting market intelligence has expanded to include analysis and analytics that can help you improve your business model and projections. At its core, market

intelligence uses multiple sources of information to create a comprehensive picture of the company's existing market, customers, problems, competition, and growth potential for new products and services.

As with the commercial side of any business, highly successful government contractors employ resources to gather market intelligence on competing firms, upcoming contracts, forecasted agency budgets, as well as pricing determination on prior contracts. This information is critical to determine government market relevance, establish benchmarks, target opportunities, and to develop metrics by which you can track the level of success you have within the marketplace

An important aspect of the program we offer is the detailed market intelligence we provide. This intelligence research is critical to any company seeking success in the government market. Without this specific and comprehensive research, a company would have to wait until an opportunity becomes due, and then quickly put together a bid package. Market intelligence allows us to research, communicate with contracting people, and plan for the solicitation months and even years before they come due. We can target a specific competitor, region, state, dollar value, and service. We map out when bids are coming due which allows us to coordinate effective team time, resulting in a highly efficient program. Specific information retrieved during this phase includes:

Competitor Information

- A list of top competitors in the industry
- Top federal agencies that are purchasing their services
- Contracts held by each competitor showing value and end date
- Business size breakout and regional award restrictions, if any
- List of GSA competitors with 3-year sales history
- Identified competitor vulnerabilities

Market Information

- A detailed breakout of market size
- Identified contract vehicles (GSA, GWACS, Agency Wide, Open Competition)
- Purchase Trends over a 3-year period
- Relevant NAICS and PSC codes

Awarded Contract Information

- List of potential recurring contracts by agency
- Contact Information on identified contracts
- Breakout of value and percentage of set-aside actions
- List of set-aside contractors for potential partnering
- Identification and breakout of sole-source actions

Contracting Personnel

- Contact information on all contracting personnel broken out by agency for potential marketing efforts.

3.4 Contracts Program Strategy / Development / Implementation

Development and implementation of a successful strategy is key to the success of your government contracts program. As your partner, we begin by providing research that provides your firm with actionable market intelligence. The Breen Consulting Group compiles and analyzes the data in concert with the positioning of your company to include contract vehicles, products and services under contract, as well as those that are not currently on contract. From there, we formulate a recommended strategy that incorporates the market size, potential, upcoming contracts, and likelihood of success in all areas researched.

This strategy would include expansion of awarded areas, as well as inclusion of a more formal programmatic review with personnel from your company, as to provide you with a fast and easy method to review, move forward, and bid on relevant projects within the geographic and works areas identified.

After the initial review, we will present a strategy that includes a breakdown of contract areas we recommend our client target and pursue, along with alternate strategies for contingency areas not yet awarded. This strategy will encompass the level of contract participation required on your behalf, total value or targeted contracts, as well as an estimated sales level your company should attain at the end of years one and two.

Once a strategy has been reviewed and approved, we move into the implementation phase. Within this phase, we discuss Climatec's protocol preferences in regards to day-to-day communications, pre-set authorizations, bidding parameters, review of documents, implementation protocols upon award, and review mechanisms.



Once established, we incorporate these protocols into our program policies, and implement the program. The typical time required to fully implement from the point we are authorized is 3-4 weeks. However, as soon as we are retained, we notify the GSA Contracting Officer, officially taking over duties as your contracts administrator. From day one, we seek out opportunities in

all government procurement portals and share those opportunities with the designated representative from Climatec. As we move through the implementation process, we update your team or representative.

3.5 Contract Administration / Management

Proper administration and management of your federal contracts is an important factor in the success of any government program. For your GSA contract, you are limited in the amount of and level of economic price increases you can trigger in a year. As such, you want an administrator that stays on top of your pricing to ensure you get approved for all price increases when they are allowed. The assigned contract administrator at the BCG will ensure that not only is your pricing held up to date, but that all other contractual requirements are met and your contract remains up to date. In addition, we look at our contract administrator as a team member for field sales support. In many cases, field sales may have a situation whereby the government customer may be asking for a service or product that is not covered under current contract. In these cases, the contract administrator can easily add on services and products to the GSA contract so that a deal can be signed. In addition the contract manager ensures that the information displayed on government procurement web portals, such as GSA Advantage and DOD E-Mall are current, and reflect well on the client, as government buyers review this information as part of their purchasing process.

Contract Management is also an important factor in growth. The contract administrator will review not only your current GSA contract, but will look for other contracts that may be profitable for your company to pursue.

An outdated contract, or contract that had not been properly maintained can cost a company millions in dollars over the term of the contract. As part of our service package, the Breen Consulting Group assigns a single contract administrator to manage your contract and to ensure all contracts are current, and that all reporting functions are properly addressed. All contract modifications, additions, and submittals are included in this program.

Contract Administration / Management

- Coordination & implementation of overall contract strategy
- GSA contract management / administration
- Other federal contracts management / administration
- Pricing maintenance for GSA contracts
- Review and coordination of billing issues as needed to expedite payments
- Modifications development and submittal through award
- Negotiation of terms and conditions with GSA
- SAM/CCR maintenance for corporate and branches
- Protest development / coordination
- Oversight of GSA audit preparation / attendance
- Management of GSA advantage for contract information

- Management of DOD E-Mall for contract information
- Service Contract Act notification /coordination to company guidelines
- Periodic meetings with Climatec management and government contract personnel
- Preparation and completion of all reporting requirements through submittal

3.6 Consultation Services

The Breen Consulting Group has over 25 years' experience in government contracting and government sales. As part of the cadre of services and programs we offer, we include ongoing consultation on matter of government contracting, government sales, contract compliance and program strategy. Our clients find our expertise in this area to be a tremendous asset to the program.

Services provided in this area normally revolve around the development, review, audit, or development of a program for our client base. Services in this area would include the following:

Consultation Services

- Government rules & regulations
- Existing, new, or proposed contract review
- Program strategy development
- Program recommendations
- Audit services
- Audit representation
- Audit preparation
- Compliance review
- Subcontracting plan development
- Review and reporting to client management

3.7 Compliance Oversight

Most contractors who get into trouble with the authorities do so out of ignorance of the rules and regulations. While the government market is very lucrative, there are requirements, regulations, and laws surrounding government contracts, which if not adhered to, can have a significant negative financial impact as it relates to fines, fees and legal costs.

Compliance is a service infused within our program offering that provides compliance oversight on every level. Initially, we review all contracts currently held by our client to ensure there are no issues that represent a risk to the client that may require change or a modification to the contract to reduce any risk. Additionally, on each opportunity our specialists review the bid, and painstakingly review each requirement to identify all areas which could cause a compliance issue at some point. Once awarded, prior to signing the contract, we review the statement of work and subsequent clauses with the client to ensure there are no issues. Post award, we stay on top of any issues that may arise such as service or reporting issues, notices to cure, or other discrepancies with the government.

For those clients that have on-going compliance issues with Agency Inspector General, or Department of Justice Investigators, we assist you through the process as your third -party provider. We liaise with government investigators, counsel you and assist your staff in preparation for whatever meetings are planned, and act as your advocate throughout the entire process. We speak the contract language and can speak intelligently and with conviction on your behalf. Should you require an attorney, we have a top-rated attorney on-call should the need arise.

As the football saying goes, "it's easier to defend from the 50-yard line than it is from the 5-yard line". Unfortunately, over the years, many clients contact us only after they have an issue, for which the government is seeking some type of compensation. While we can produce highly favorable results in those situations, we find that given proper initial management of the contract, their issue or issues could have been easily prevented.

As your contract administrator, we will ensure that all aspects of your contract are in full compliance. As your bidding agent, we will ensure the pricing provided the government is within the parameters negotiated on your contract. As your contracts compliance team, we will ensure your firm understands the responsibility to all aspects of the contract, and will assist you in implementing programs that promote full compliance.

Our team makes every effort to ensure your contract is free from compliance issues.

3.8 Program Implementation

The BCG has developed our TURN-KEY program to be implemented quickly and effectively and in a manner that is seamless to the government. Once we receive authorization to proceed, our research team works with your staff to gather information on your company as well as top competitors so we can begin the comprehensive research and valuable market intelligence.

While our research team is accumulating and reviewing data, we register as your advocate with various agencies and bidding portals, so once we have identified an opportunity, we can bid on your behalf. In that realm, we immediately begin to scour all federal bidding opportunities to share with your firm.

As one would expect, a well-planned communications protocol is essential to this program. Inasmuch, within this protocol, we define personnel within your organization with whom we communicate. This normally details different areas such as sales, bid review, pricing authorization, contract service issues, as well as a hierarchy or chain of command. In addition, we review current contract pricing (such as GSA), and determine the best method to assign pricing to certain levels of buy.

Implementation occurs nearly instantly from the point we begin our program services. Our research is typically complete and analyzed within 3-4 weeks. At that time, we like to come into

your offices and present the research to you, along with a strategy to be successful within the government market. This strategy will include the following key areas:

- Benchmarking of competitors
- Understanding market size
- Review of upcoming bids for the next 2 years
- Discussion as to the assets and focus put forth by the client
- Potential incorporation of field sales into the program
- Review of our recommendations and projections
- Inclusion of various business entity types such as small business, veteran owned small business, small-disadvantaged business, as potential contract partners.
- Development of a prime contract / sub contract program
- Discussion of your program expectations and goals
- Establishing metrics and ongoing review
- Communications

By the time the strategy meeting occurs we have in place a team of personnel working on your behalf to search out opportunities daily, communicate opportunities to identified personnel within your organization, and a platform developed to develop bid proposals on your behalf. This meeting is designed to develop a strategy in concert with our client, that will be further implemented, tracked, managed, and the success of which will be reported to the client management team or personnel assigned.

On-going communication and process will follow the protocols set as well as the strategy developed and approved by the client. Monthly, the client will receive a copy of all metrics to include the following:

- Opportunities Identified for bid
- Sub-contracting opportunities identified and contacted
- Progress of communications with potential subcontractors
- Bids Developed for submittal
- Contracts awarded
- Award success rate for month and running total by percentage and total contract value
- Administrative issues managed
- Service issues managed/coordinated
- Areas where consultation services were provided

4.0 PROGRAM PRICING

In most cases, we offer our clients a fixed fee program that provides a comprehensive contract services package at a fraction of the cost they would incur should they internalize the program. For each client, our TURN-KEY PROGRAM pricing is unique and customized to the specific needs of the client.

5.0 CONTACT INFORMATION

Should you have any questions or require clarification on any portion of the program as outlined, please feel free to use the contact information provided below.

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