



U.S. Small Business  
Administration

# Maximizing Your Profile on SBA's Dynamic Small Business Search

# SBA New Hampshire is here to help

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# First Stop ... SAM.GOV

The screenshot displays the SAM.GOV website interface. At the top left is the SAM.GOV logo, and at the top right is a badge that reads "Official U.S. Government Website 100% Free". The main content area is divided into two primary sections. The left section, titled "The Official U.S. Government System for:", lists several services: "Contract Opportunities (was fbo.gov)", "Contract Data (Reports ONLY from fpds.gov)", "Wage Determinations (was wdol.gov)", "Federal Hierarchy (Departments and Subtiers)", "Assistance Listings (was cfda.gov)", "Entity Information (Entities, Disaster Response Registry, Exclusions, and Responsibility/Qualification (was fapiis.gov) NEW)", and "Entity Reporting (SCR and Bio-Preferred Reporting)". A yellow arrow points from the "Entity Information" section to the right-hand section. The right-hand section is titled "Register Your Entity or Get a Unique Entity ID" and includes the text "Register your entity or get a Unique Entity ID to get started doing business with the federal government." Below this text are three buttons: "Get Started" (green), "Renew Entity" (light green), and "Check Entity Status" (white with a checkmark icon). At the bottom of the page, there is a search bar with the text "Already know what you want to find?". The search bar includes a dropdown menu labeled "Select Domain..." and a search input field containing "e.g. 1606N020Q02". A magnifying glass icon is positioned to the right of the search input field. The background of the page features a stylized illustration of the U.S. Capitol building and the Washington Monument.

# Getting Started

- All entities must be registered in System for Award Management to apply for direct federal awards
- Follow the checklist to get prepared [Entity Registration Checklist \(iae-prd-videos.s3.amazonaws.com\)](https://videos.s3.amazonaws.com)
- Become a client of your local Apex Accelerator to assist with this and much, much more [APEX Accelerators](#)
- Start the process by getting a Unique Entity ID [SAM.gov | Entity Registrations](#)
- **TIP:** If you are already registered, work with your Apex Advisor to be sure it reflects all you do and that your representations are accurate.

The screenshot shows the SAM.gov website interface for entity registration. The page title is "Get Started with Registration and the Unique Entity ID". Below the title, it states "Submitting a registration and getting a Unique Entity ID are FREE." A progress bar indicates four steps: 1. About Registration (current), 2. Set up a SAM.gov Account, 3. Prepare Your Data, and 4. Get Started. The "About Registration" section explains that registration is required for prime awards and allows bidding on government contracts. It also provides a link to the "Entity Registration Checklist". A "Checklist" section asks "What does it mean to get only a Unique Entity ID and not register?". On the right side, there are buttons for "Get Started", "Renew Entity", and "Check Entity Status". Below that, an "Already Registered?" section notes that registration must be renewed every 365 days and provides a link to "Go to your Entity Management Workspace".

## Should you check the box for SDB?

- The Goal for Small Disadvantaged Business is on the rise and will be increasing to 15% by FY2025 [Executive Order - SDB Goal increase](#)
- Agencies and prime contractors can rely on SBA's 8(a) certification OR a firm's self-certification in SAM.gov to credit awards towards small disadvantaged business goals
- Be sure you meet the eligibility BEFORE checking the box and representing your business as a Small Disadvantaged Business (SDB) in SAM.gov
- To be eligible:
  - The firm must be 51% or more [owned](#) and [controlled](#) by one or more disadvantaged persons.
  - The disadvantaged person or persons must be [socially disadvantaged](#) and economically disadvantaged.
  - The firm must be small, according to [SBA's size standards](#).
  - TIP: use the SBA's guides for determining social disadvantaged status found here [Here](#)



# Next Stop ... DSBS

- Once you register in Sam.gov and are classified as a small business, you will have a basic profile in SBA's Dynamic Small Business Search
- Sign in to SBA Connect to access your DSBS profile:
  - [Follow these instructions](#) to set up an [SBA Connect](#) account and connect your business and then Select your business from the SBA Connect dashboard



# SBA Connect – Register and Login

## Welcome

SBA Connect is a web-based application designed to provide secure Single Sign On capabilities for SBA users. It allows users to log in once and have access to multiple applications based on their role in the organization.

Legacy application users, please refer to the "Do you need more information" for more details on registration.

\*\*SBA Connect is not available outside of the United States or its territories.

### External Users



 Sign in with login.gov

Don't have a login.gov account? [Create an account](#)

### SBA Employees/Contractors

[LOGIN](#)



## Do you need more information

[I need more information on how to access DSBS](#)

[I need more information on how to access HUBZone](#)

[I need more information on how to access SubNet](#) [I need more information about SBA Debt Relief](#)

[I need more information on the Paycheck Protection Program](#)

[I need more information on the Economic Injury Disaster Loans](#)

[I need to know about SBA COVID Funding Options established by the CARES Act](#)

[I need to apply for an SBA Disaster Loan](#) [I need Disaster Assistance information](#)

#### Customer Service

[About SBA](#)

[Contact SBA](#)

#### About SBA.gov

[Site Map](#)

[Privacy Policy](#)

#### SBA Information

[Freedom of Information Act](#)

[No Fear Act](#)

#### SBA Performance

[Strategic Planning](#)

[Performance, Budget, and Financing](#)

#### Oversight

[Inspector General](#)

[Advocacy](#)

#### Tools and Features

[Online Training](#)

[Find Events](#)

# DSBS Tips and Tricks



## *Goal: Be findable and Stand Out*

- Check links to your website and make sure they work (there are two links)
- Use an email address that goes to an actual person (Avoid info@ addresses)
- Say ‘YES’ to credit card acceptance question – (even if you don’t 😊)
- NEW FEATURE: Add a link to your firm’s capability statement.
- [Add a Capabilities Statement Link - DSBS - Confluence \(atlassian.net\)](#)
- Under ‘non-federal certifications’ list all company and key employee certifications – gives credibility and increased level of maturity to your business profile



# Strong Key Words Matter

There are 3 **searchable** fields in DSBS – Take advantage of ALL of them

- Capabilities Narrative

- TIP: Don't leave empty (lots of people do) Your entry should keep the audience in mind
  - Tell the agencies or prime contractor's small business specialist what you do in plain language with key words used by most people. (Common buzz words in your industry weaved into a narrative that is easy to read and understand.
  - Use all (or most) of the 1,000 characters allowed

- Special equipment/manufacturing

- Expand on your capability narrative with the Program Office in mind using more technical and indepth language.
- TIP: Don't leave blank – Most do! Also, consider using a case study and new key words

- Keywords

- Allows 25 key words up to 525 characters – USE THEM ALL
- This is a word dump separated by commas
- TIP: Use team or trusted associated to brainstorm, 'borrow' from competitors and agency/prime contractors synopsis or past solicitations

# Adding in Past Performance

- You need a Past to build your Future
- Use any relevant projects – Commercial, subcontracting or prime awards
- Keep it current – no projects older than 3 years
- Show customer and size and scope of projects by adding dollar value, period of performance
- Name the project yourself – use your own description that demonstrates your role in the project
- **TIP:** Don't give away your contacts – Put your name or "available upon request" in the contact field.



# Tech Check – First Impressions are Lasting Ones

- Make sure your website and social media platforms are correct, consistent and current
- Double check any printed media for accuracy and consistent branding
  - TIP: Keep it simple and targeted
  - Make a good first impression with professional looking material
  - Use labels on back of business cards to give Government Types your UEI, Cage Code, NAICS, Social Economic Designations, etc.
- Be active on social media platforms and follow the right people for good content and connections
  - TIP: Be where your customers are



# Making Your Pitch

- Do your homework – have at least one fact handy about the agency/prime contractor that you can share in your intro (agency websites, LinkedIn, forecasts are all good places to visit)
- Be prepared with an effective Capability Statement and business card
- Plan to talk less and listen more
  - Allow for a few minute pregnant pause – the person on the other side of the table will most likely start talking and could share some good info
- Make it personal
  - Keep the customer in mind and share what they would be interested in
  - Make the connection to your product/service as it relates to their needs
- Have an ask if appropriate
  - Good match – asks for next best steps on ways to follow up, next best person to reach out to, etc.
  - Have a brief capabilities narrative on the ready for this next opportunity – 5 slides in 15 mins or less is recommended
- Don't take it personal
  - Sometimes NO is a good answer – ask for other suggestions on a better fit for you
  - If it's a YES or Maybe, don't be offended if you don't hear back – be polite but persistent in your follow up

# Helpful Resources for Small Businesses

Visit SBA's website: [Federal Contracting | U.S. Small Business Administration \(sba.gov\)](#)

Explore other programs:

- [Federal Contracting "Am I Eligible?" Tool](#)
- [NH Small Business Profile](#)
- [SBA Loans](#)
- [SBA Surety Bonds](#)
- [NH APEX Accelerator; APEX Accelerators](#)
- [NH Small Business Development Center | University of New Hampshire \(nhsbdc.org\)](#); [Home - America's SBDC \(americassbdc.org\)](#)
- [SCORE New Hampshire | Free Small Business Counseling in NH \(scorenh.org\)](#); [Home page | SCORE](#)
- [Center for Women & Enterprise | Homepage - Main \(cweonline.org\)](#); [Home - Association of Womens Business Centers \(awbc.org\)](#)
- [Veterans Business Outreach Center – Empowering Veteran Entrepreneurs \(vboc.org\)](#)





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# How are we doing?

Please take a minute to let us know

[www.sba.gov/feedback](https://www.sba.gov/feedback)

