HOUSEKEEPING

- All participants are muted to reduce background noise
- Use the chat feature to ask questions
- This training is being recorded
- We will be pausing throughout the presentation to address questions
- Please be patient
- Complete the post-event evaluation
LUNCH AND LEARN
MODULE 2

Cheryl Brown, MBA
Program Advisor II, San Diego & Imperial Valley SBDC MiraCosta College

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https://www.sdivsbdc.org/
INTRODUCTIONS

WHAT

• Five instructional trainings
• Meet the buyers
• Sponsored by the County of San Diego
• Collaboration
• Training, Events, and One-on-One Support

WHY

• The County of San Diego wants to increase small business participation
• Provide small business with the knowledge, understanding, and resources

WHO

• The County of San Diego Small Business Department
• The San Diego & Imperial Valley SBDC Network
• Cheryl Brown, MBA, Program Advisor II

The 1st Wednesday of the month
TODAY’S AGENDA

- Creating a foundation for success
- The Sales Cycle
- Insurance/Bonding
- How the County of San Diego pays
- Invoicing
- Common pitfalls
CREATING A FOUNDATION

- Funding
- Staffing Plan
- Supply Plan
- Sales Cycle
- Bonding
- Insurance

Sometimes the worst thing that can happen to a small business is they bid on a project and win!
FUNDING

• How are you going to float the costs associated with the project and your existing business?
• How are you going to cover payroll?
• How are you going to pay for supplies?

• Credit Score
• Personal Taxes
• Company Taxes
• Financial Statements
• Bank Statements
• Equity
• Reserves
WHAT’S YOUR PLAN?

STAFFING PLAN

- Are you going to hire?
- How are you going to process payroll?
- Are you going to outsource; is outsourcing permitted?
- How are you going to find qualified employees?
- How are you going to cover payroll costs?

SUPPLY PLAN

- Do you need to purchase supplies or materials?
- How many vendors are you working with?
- Where are you going to get your supplies?
- How are you going to pay for supplies?
THE SALES CYCLE

A sales cycle is a series of events or phases that occur during the selling of a product or service.

- Business – Consumer
  ➢ 1 – 30 Days

- Business – Business
  ➢ 30 – 90 Days

- Business – Government
  ➢ 90 – 180 Days
INSURANCE AND BONDING

INSURANCE

- Not project specific
- Commercial General Liability
- Workers Compensation
- Automobile Liability
- Professional Liability
- Cyber/Info Security Liability
- Sexual Abuse or Misconduct

BONDING

- Project specific
- Bid Bonds
- Payment Bonds
- Performance Bonds
- Surety Bonds

https://www.sandiegocounty.gov/content/dam/sdc/purchasing/docs/Insurance_Requirements_Reference.pdf
Each opportunity will have specific insurance and bonding requirements:

- Use CTRL+F and search the terms “insurance” and “bond” to view the specific requirements of the opportunity.

- Payment Bonds
- Performance Bonds
- Commercial General Liability: $2-$4 Million
- Commercial Auto: $1 Million
- Workers Compensation: $1M with Waiver of Subrogation

https://www.sandiegocounty.gov/content/dam/sdc/purchasing/docs/Insurance_Requirements_Reference.pdf
HOW THE COUNTY PAYS

- **Invoice**
  - The County operates on “Net 30” for payment of invoices*

- **Procurement Card**
  - Under $2,500
  - VISA Card Program: US Bank

- **Prompt Payment Discount**

- **Direct Deposit Payments via ACH**
  - vendors must complete an ACH application

*Upon approved invoice
APPROVED INVOICE?

- Invoices must contain the applicable Purchase Order number and the County department that received the goods or services.

- The specific contract will provide detailed instructions on how to invoice, what needs to be included on the invoice, and any supporting documents/reports required to be submitted with the invoice.

- Supplier must have a W-9 on file with County Accounts Payable (AP).

- The goods or services must be received and accepted by the County.

- Ask, confirm, clarify
COMMON PITFALLS

- Not having insurance and bonding in place prior to submitting a bid
- Incomplete invoice
- Lack of capital to perform
- Lack of resources to perform
- Not understanding the deliverables
- Incorrect information on forms, i.e. EIN
- Not signing required forms, invoices, etc.
- Not asking questions
- Not getting help
COMING UP

Lunch and Learn Series! Module 3:
Is the County the Customer For You? Small Business Program

Wednesday, December 1st

11:00 AM – 1:00 PM

https://sdsbdc.ecenterdirect.com/events/14792
• Investigate the cost of insurance and bonding

• Research typical County of San Diego requirements for your industry

• Register for Module 3: Is the County the Customer For You?
  Small Business Program
  https://sdsbdc.ecenterdirect.com/events/14792

• Want more? On Demand Government Contracting Series:
  https://www.sdivsbdc.org/on-demand-training-government-contracting/
NO COST SUPPORT

- Business Planning
- Strategic Planning
- Access to Capital
- Proposal Writing
- Capabilities Statements
- Certifications
- Startup
- Marketing
- Technology Commercialization
- Live Trainings
- On Demand Trainings
- Virtual Trainings
- One-on-One Advising

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QUESTIONS

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