

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

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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.

Sales & Distribution
B2C, B2B, B2G



- 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

THE COUNTY OF SAN DIEGO



- 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>

GETTING STARTED



- 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

www.sdivsbdc.org



QUESTIONS

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