The Importance of the SBA Small Dynamic Business Profile

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Many of the small businesses trying to do business with the federal government do not complete and/or update their SBA Small Dynamic Business Profiles. A search for some products and/or services resulted in less than 15% of our APAC Clients that can provide these were registered. Many of the small purchases ($3,000 - $25,000) a government agency does come from the Contracting Officers or Contracting Specialists searching the SBA database to locate potential business to fill their needs.

Do you know how to search the Dynamic Small Business database and how to Register/Update the SBA Small Dynamic Business Profile for your company?

Utilizing an Article Posted September 7, 2011 by Max Timko and edited by APAC - may help.

The SBA’s Dynamic Small Business Search (DSBS) is a vital component of any small business’s government marketing strategy. However, many vendors either overlook this step or create an ineffective profile on the search, hurting their chances at winning government contracts.

To register in the DSBS, vendors must first complete their System for Award Management (SAM) registration and be classified as a small business under the SBA’s size standards linked to the North American Industry Classifications Standards (NAICS) Codes. Once your SAM registration is completed, a link to the SBA’s Supplemental page will be displayed on the screen. Clicking this link takes the vendor to the page where they may enter their firm’s information which will then be populated into the SBA Dynamic Small Business Search.

Every applicable question on the DSBS should be completed. There are some particular areas that you should pay extra attention to. Vendors should choose appropriate keywords for their business. Imagine you are trying to find your business on Google; what search terms would you use? Ideally, keywords should describe the business through the use of nouns or verbs. For instance, a flooring contractor would want to use keywords like “tile”, “carpet” and “flooring”. They would not want to use keywords like “honest”, “quality” or “affordable”. It is extremely unlikely that contracting officers would use such search terms when looking for vendors. There are some exceptions to this. For instance, if you own a restaurant specializing in healthy, organic dishes then you certainly should use “organic” and “healthy” as keywords. Since you are limited to 525 total characters, it is important to pick effective keywords for your specific business. You should also refrain from choosing keywords that are designated elsewhere.
in your DSBS listing. As an example, your keywords are not the place to advertise that you are a woman or minority owned business or that you have a General Service Administration (GSA) schedule contract; these are advertised elsewhere in your registration.

The next pitfall for vendors would be the Capabilities Narrative. Here, vendors have a maximum of 255 characters to describe their company’s capabilities. First, this should not be a listing of keywords. A narrative is requested, so you should write out complete sentences. Focus on only those products and services you are marketing to the government. Successful firms specialize; so should you. Try to pare down a description of your business’s capabilities to one or two sentences and it should fit.

The same thing goes for the Special Equipment/Materials Section, except this is where you can describe any special equipment or materials that set your business apart from your competitors and benefits government buyers. Also list any Quality Assurance Standards or special licenses the company has.

The final section and most important is the past performance/references page. Under no circumstances should you consider your DSBS profile complete until you have at least one reference listed. Most government buyers who view your DSBS listing will expect you to have at least one reference. If they find this section left blank, they will simply skip past your business and go on to the next eligible vendor. If your business has not worked any government (federal, state or local) contracts before, private sector references or the principal’s past performance may be used. Remember to be courteous and inform your references that you are listing them on your profile and they may be called. If so the questions will address if the work/products was delivered or accomplished on time, within budget/price and would you hire them again.

When completed, your Dynamic Small Business Search profile will be linked to your FedBizOpps.gov profile and your System for Awards Management (SAM) profile. This allows buyers to get a complete overview of your capabilities and experience each time you express interest in or bid on a contract. Hopefully, this article will show the importance of updating all of your business information across all platforms.

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