

[Georgia Tech Procurement Assistance Center](#)

Part of Georgia Tech Enterprise Innovation Institute

- [Home](#)
- [About Us](#)
- [Training](#)
 - [Class Registration](#)
 - [Training Audio & Video](#)
- [Useful Links](#)
 - [Useful Links](#)
 - [Downloads](#)
- [FAQs](#)
- [Team Directory](#)
 - [Albany Counselor](#)
 - [Athens Counselor](#)
 - [Atlanta Counselors](#)
 - [Augusta Counselor](#)
 - [Carrollton Counselor](#)
 - [Columbus Counselor](#)
 - [Gainesville Counselor](#)
 - [Savannah Counselor](#)
 - [Warner Robins Counselor](#)
- [Directions](#)
 - [Athens](#)
 - [Atlanta – Training Facility](#)
 - [Atlanta – Office](#)
 - [Albany](#)
 - [Augusta](#)
 - [Carrollton](#)
 - [Columbus](#)
 - [Gainesville](#)
 - [Savannah](#)
 - [Warner Robins](#)
- [Contact Us](#)

Follow us:

[Twitter](#) [RSS Feed](#)

You are here: [Home](#) / [Contracting Tips](#) / It's a mistake to rush into the SAM vendor registration process!

It's a mistake to rush into the SAM vendor registration process!

Filed under [Contracting Tips](#) · Tagged with [CCR](#), [SAM](#), [vendor database](#), [vendor registration](#)

August 1, 2012 by [es](#)

If you want to successfully pursue a government contract, it is essential that you register your business in the federal government's vendor database. In fact, you may have received an advertisement from someone who is offering to register your business – for a fee – in a vendor database.

Before you rush to register – and certainly before you pay someone to register for you – you should learn what the registration process is all about, and *how you can do it yourself*.

The federal government's vendor database was known as CCR – Central Contractor Registration. But on July 30, 2012, CCR went away. It's been replaced by SAM – the System for Award Management. If you were registered in CCR, your information has migrated over to SAM. This migration covers even firms whose CCR registration information hasn't been kept up to date.

You can access SAM at <https://www.sam.gov>.

But before you start the SAM registration process (or modify your existing record), it is very important to “get ready” by thoroughly acquainting yourself with SAM's purpose and the information you're expected to know in order to register properly.

We don't want you to learn the hard way that registering in SAM with incorrect or incomplete information is worse than not registering at all.

The Georgia Tech Procurement Assistance Center (GTPAC) provides advice to Georgia businesses every day on the subject of proper vendor registration. In the course of providing this assistance, our Procurement Counselors review many existing registrations and registrations in progress. Based on our reviews, GTPAC estimates that at least 20 percent of the 600,000 firms presently registered in SAM have errors in their records. The mistakes range from misspelled words to empty data fields, to incomplete entries, to selection of incorrect procurement codes, and other flaws. As a result, these vendors miss-out on government contract opportunities either because they are screened-out for not exhibiting attention-to-detail or – because of incomplete information – they cannot be identified by government buyers.

SAM is the federal government's primary source for identifying potential vendors. Every federal agency, both civilian and military, utilizes the SAM database. Many federal contract officers initially determine whether a contract should be set-aside exclusively for 8(a), HUBZone, or service-disabled small businesses based on firms identifying themselves with these designations in SAM. Prime contractors also use SAM to identify potential subcontractors and suppliers, with emphasis on the various small business socio-economic categories like those just mentioned plus women-owned small businesses, veteran-owned businesses, and small disadvantaged businesses. Even state and local governments sometimes consult the federal database to find potential vendors who are interested in the broader governmental marketplace. In addition, businesses and non-profits must be registered in SAM in order to receive federal payments and disbursements against contracts and grants.

Are you beginning to see proper registration in SAM in a new light, including what an important tool SAM is to effectively market yourself to the government? Truly, SAM is much more than a mere task to quickly get out of the way!

In preparation for registration in SAM, there are several steps you should take.. Among these steps are:

1. Obtain a TIN/EIN for your business from the IRS. (Even if your business is a sole proprietorship, it's important — because of identity-theft considerations — that you do not operate your business using your Social Security number.)
2. Obtain a DUNS number for your business. (Don't pay anyone for this; a DUNS number can be obtained from Dunn & Bradstreet — D&B — at no cost via the web within a day or two.)
3. Research and identify the PSC/FSC and NAICS codes most appropriate to your business. (Every product and service is classified by these federal numbering systems, and it's essential that you identify the codes that are applicable to your business.)
4. Determine whether your business meets the SBA's small business size standard. (Virtually every federal contract valued at less than \$100,000 is awarded to small businesses, so you need to know if you qualify.)
5. Write a brief capabilities statement. (You must have a grammatically-correct, short description of what your company does.)
6. Identify "key words" associated with the nature of your business. (These words should be crafted from a government buyer's perspective; in other words, think about what the government might "call" what it is you do or sell.)
7. Make a list of business references. (Be prepared to provide company name, contact person, dollar value, and date range of work.)

These are not all of the preparatory steps, but they are the most important ones. Plan ahead! It can take up to five days for your SAM registration to take effect because the SAM database must synchronize with D&B and IRS databases before activating your registration.

If you have questions or need help with any aspect of SAM, please consider taking advantage of GTPAC's services in a comprehensive way. GTPAC provides assistance to help Georgia firms get ready as well as find and pursue contracting opportunities in federal, state, and local government markets. This assistance is provided at no charge. Complete details on how to access GTPAC's services can be found on our [ABOUT US](#) page.

And a great way to learn about how you can develop each of the 7 items listed above is by attending GTPAC's "Introduction to Government Contracting" class or "Fundamentals of Working with the Government" briefing. [Click here](#) to see the dates and locations of these no-cost training opportunities.

One more thing: As this article is being written on Aug. 1st, SAM is just being rolled-out. There is a record number of vendors, coupled with a record number of contracting officers, who are visiting the SAM website to validate and update records. As a result, SAM is running slowly, and the on-line system is not always responding as it should. Be patient, is our advice. Try accessing SAM late at night or on the weekend when there are not so many users trying to access SAM data. Over time, the new SAM system will smooth out and offer more advantages than CCR ever did.

© 2012 Georgia Tech Procurement Assistance Center – All Rights Reserved.



About cs

Comments are closed.

• Recent Posts

- [White House to expand small business access to federal innovation grants](#)
- [Doing business with GSA webinar scheduled Jan. 30th](#)
- [SAM problems linger: WOSB and EDWOSB designations may not display](#)
- [Day-long procurement workshop to be held in Warner Robins on Feb. 6th](#)
- [Congress authorizes mentor-protégé program for all small businesses, centralizes oversight](#)
- [Feb. 7 GSA webinar focuses on benefits to federal agencies using GSA Schedules](#)
- [Analysis of web site shows your interests in 2012](#)
- [Webinar on GSA's mentor-protégé program Feb. 14th](#)
- [Legislation signed to deliver more government contracts to small businesses](#)
- [Agencies, contractors chafe at cliff deal's uncertainty on sequestration](#)
- [How to negotiate for anything](#)
- [Fiscal cliff leaves contractors guessing](#)
- [Budget writers at Pentagon move forward despite spending threat](#)
- [Native American business trade show to be held in Las Vegas in March](#)
- [Deadline to comment nears as major changes to US DOT's DBE program loom](#)

• Tag Cloud

8(a) Air Force ARRA bid proposal budget **budget cuts** competition contract awards contractor performance
DoD federal contracting federal regulations fraud GAO government contract
 assistance government contracting government contract training
 government trends GSA HUBZone information technology innovation insourcing IT marketing
 market research minority owned business NASA OFPP OMB preference procurement reform SBA Schedules
 SDVOSB service disabled set-aside **small business** small business goals subcontracting technology VA
 veteran owned business woman owned business wosb

• Archives

- [January 2013](#) (11)
- [December 2012](#) (13)
- [November 2012](#) (10)
- [October 2012](#) (14)
- [September 2012](#) (11)
- [August 2012](#) (21)
- [July 2012](#) (14)
- [June 2012](#) (8)
- [May 2012](#) (17)
- [April 2012](#) (26)

- [March 2012](#) (26)
- [February 2012](#) (24)
- [January 2012](#) (24)
- [December 2011](#) (18)
- [November 2011](#) (9)
- [October 2011](#) (12)
- [September 2011](#) (26)
- [August 2011](#) (10)
- [July 2011](#) (7)
- [June 2011](#) (22)
- [May 2011](#) (24)
- [April 2011](#) (16)
- [March 2011](#) (21)
- [February 2011](#) (18)
- [January 2011](#) (34)
- [December 2010](#) (31)
- [November 2010](#) (27)
- [October 2010](#) (30)
- [September 2010](#) (33)
- [August 2010](#) (36)
- [July 2010](#) (40)
- [June 2010](#) (36)
- [May 2010](#) (36)
- [April 2010](#) (46)
- [March 2010](#) (32)
- [February 2010](#) (15)
- [January 2010](#) (19)
- [December 2009](#) (2)
- [October 2009](#) (1)
- [July 2009](#) (1)
- [April 2007](#) (2)
- [January 2007](#) (1)
- [May 2006](#) (1)
- [February 2006](#) (1)
- [November 2005](#) (1)
- [September 2005](#) (1)
- [April 2005](#) (1)
- [January 2005](#) (1)
- [January 2001](#) (1)
- [0](#) (1)

Copyright © 2013 · [Georgia Tech Enterprise Innovation Institute](#)

[Return to top of page](#)