



Data Management & Analytics Community

# Selling to The Government

TRAINING

## Navigating Procurement Processes to Win Business from the Federal Government



Facilitated by  
PABLO SOBRINO

Online  
Tuesday, May 9, 2023



The Government of Canada is responsible for buying over \$22 billion worth of goods and services each year on behalf of federal departments and agencies. Yet selling to the government and navigating the ever-complex procurement process is a headache for many small and medium businesses.

Public Works and Government Services Canada (PWGSC) plays a crucial role in procurement by helping federal departments and agencies define their requirements or scope of work and obtain what they need at the best value. Understanding this process is essential for anyone looking to sell goods or services to the federal government. By familiarizing yourself with the legal framework and the role of PWGSC, you can position yourself for success.

This highly intensive training course is designed to help you understand the fundamentals of how PWGSC works: how their procurement activities are governed by a complex legal framework, what the procurement process looks like, and what you need to do to increase your chances of winning lucrative government contracts.

Attend this training course to walk away with a better understanding of Federal contracting; unlock the terminology, processes, and strategies to navigate the Government's complex procurement system. This concise training session will be followed by a full morning of interactive and instructive Q&A. At the end of the first session, you will have homework to consider your strategy for doing business with the Federal Government and return with a blueprint to discuss and test with your trainer and like-minded peers.

Whether you are a current small business owner, entrepreneur or an established company exploring how to win government business in addition to current revenue streams, this course is designed to make selling to government easy to understand and initiate.

The government of Canada procurement process is complex, but with the right approach and information you can succeed in this market. By understanding the rules and regulations that apply, being proactive, submitting compliant bids, being patient, and seeking guidance, you can navigate the process and win government contracts.

**REGISTER NOW**



## Key Learning Objectives

- **Gain a deeper understanding of how the Government procurement process works**
- **Get acquainted with existing and new terminology to help you pitch and negotiate persuasively and successfully**
- **Learn more about the resources available to support your efforts to successfully sell to the Government of Canada**
- **Dig deep to explore and test your strategy for doing business with the government with your trainer and peers in a dedicated, interactive and highly instructive Q&A session**

## Who Should Attend

**This training course is relevant for small, medium and large private sector companies; including:**

Chief Executives/Executive Directors, Board Members/ Non-Executive Directors, Purchasing Officers/Managers, Procurement Directors/Managers, Compliance Officers/Managers, Finance Directors, Sales Directors/Other Procurement Professionals

## Meet Your **Facilitator**



PABLO SOBRINO

**Pablo Sobrino** boasts 38 years' experience working across several departments in the public sector.

Pablo's career began in 1977, working with the Canadian Coast Guard aboard ships and hovercraft. After spending 10 years training and working on the water, he worked for Fisheries and Oceans Canada, Canadian Heritage (PCH), and Public Works and Government Services Canada. (PWGSC). In 2009, he became Assistant Deputy Minister (ADM) Strategic Policy, Planning and Corporate Affairs and Chief Financial Officer at PCH and in 2011, he was Associate ADM Acquisitions Branch at PWGSC. He also helped to develop leadership programs for Canada School of the Public Service.

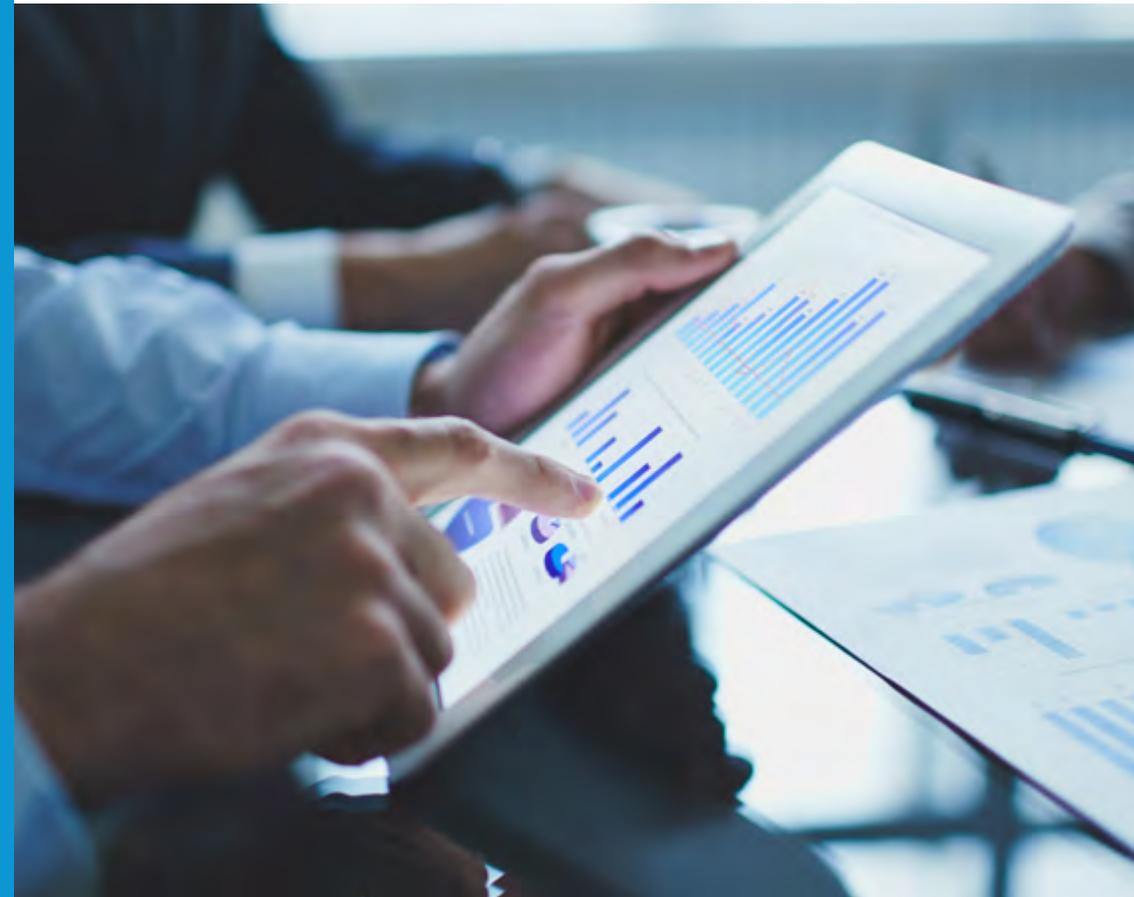
Pablo retired in 2015, but continues to work with Public Services and Procurement Canada, the Canada School of the Public Service, and Shared Services Canada and Veteran Affairs Canada on a contract basis.

## **Preparation**

**This training session is highly interactive with group activities about and discussions throughout. Come prepared with some current challenges you are facing in your organization.**

To participate you'll need:

- Computer with a camera and microphone
- Strong internet connection
- Quiet, well-lit space
- An open mind and readiness to engage both internally and in groups



## Explore the Agenda | Tuesday, May 9 2023

10:00am ET Welcome from Public Sector

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10:05am ET Training Overview, Objectives and Outcomes

### Module One – Fundamentals of Procurement

10:30am ET An Introduction to Government Procurement in Canada

- The history of procurement in Canada and how it has evolved
- The Authorities: An overview of who can buy what in the Government
- Clarifying the role of PWGSC
- Understanding the broader government objectives in procurement, including:
  - Socio-economic
  - Green procurement
  - Indigenous procurement
  - Industrial Regional Benefits
  - Value Proposition
  - Defence priorities
  - Reduce costs / best value

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11:00am ET Procurement and Policy

- Procurement policies and frameworks: getting to grips with the policies and processes dictating and constraining procurement in the Canadian Government including:
  - Principle
  - Legislation
  - Trade agreements, including The Canadian Free Trade Agreement
  - Contract directives
- Understanding procurement volumes, what services that the Government typically buys, and what they are worth
- Exploring key terminology and definitions to help you understand process and negotiate for success
- Explaining the difference between competitive and non-competitive procurement
- How does the government ensure transparency, fairness and competition?
- What procurement tools are available?

11:45am ET The Procurement Process and Getting Around the Red Tape

- Methods of supply:
  - Contracts
  - Supply Arrangements
  - Standing Offers
  - ACANS
- Summary of the tendering process: what can a first-time bidder expect?
  - Preparation: The government prepares a tendering package, including the requirements and evaluation criteria for procurement
  - Advertising: The tendering package is advertised on the government's procurement website and/or in other media outlets, inviting qualified suppliers to submit a bid
  - Bid submission: Interested suppliers submit a bid, which must meet all the requirements outlined in the tendering package
  - Bid evaluation: The government evaluates the bids based on the criteria outlined in the tendering package and selects the successful bidder
  - Contract award: The government awards the contract to the successful bidder
- Overview of additional resources that can help you navigate the procurement process

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12:15pm ET Break

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12:30pm ET Welcome Back and Recap

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12:45pm ET Module Two: Discussion and Reflection with the Trainer

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1:30pm ET End of Training