



## Set Aside for WOSB Program Quick Guide

The Woman Owned Small Business Set-Aside Program (WOSB) offers a pathway for women business owners to win government contracts. But ... this doesn't just automatically happen! This is a Quick Guide for working with your targeted agency to ask for a WOSB set aside.

- Respond to Sources Sought – this marketing tool is used to determine if there are adequate sources capable of satisfying the agency's requirements. When responding to Sources Sought, be sure to ask for WOSB set aside.
- Respond to RFI – this marketing tool is used when the government is seeking information for project planning. When responding to an RFI, be sure to ask for a WOSB set aside.
- Agency OSDBU Offices – Develop relationships with your Agency's OSDBU office. When responding to an RFI or Sources Sought, ask your OSDBU representative for a set aside.
- Connect with your WOSB competitor – As long as the Rule of Two is in place, you will want to go into a meeting offering a 2<sup>nd</sup> WOSB who is willing to compete on this contract
- Be armed with information on WOSB program – Unfortunately, not all contracting officers are familiar enough with the WOSB program to utilize the set-aside program. [CLICK HERE](#) for a one-page document that you can send or take to your agency buying officials outlining details of the WOSB set-aside program.
- Follow up! – OSDBUs, contracting officers, and program managers are extremely busy; follow up is a required. Continue to follow up with all agency people you're going after

Make sure your profile on SAM is up to date complete with your WOSB narrative; and your documents properly uploaded to the WOSB Repository.