



DEVELOPING A FEDERAL CONTRACTING STRATEGY

When it comes to developing a Federal Contracting strategy, there are only two main paths. The first is a **reactive approach** that relies on having your foundation set so that you can be found whenever an Agency is searching for a company that provides the type of products or services you offer. The second (and most successful) way is a **proactive approach** that relies on understanding which Agencies & Locations are purchasing your products or services and marketing to/meeting with them directly.



REACTIVE APPROACH (Novice)

VS

PROACTIVE APPROACH (Intermediate/Expert)



A reactive approach is necessary when you first get started with Federal Contracting because you lack the knowledge of HOW to be proactive. However, in order to achieve incremental revenue growth through Federal Contracting, you will need to develop a proactive approach as soon as possible.

Creating a proactive contracting strategy takes experience and persistence. However, a proactive strategy is the difference between never having won a contract, and winning millions with multiple agencies, repeatedly.



Registering your company in SAM.gov is the very first step anyone takes when trying to win government contracts. However, this will not help you be found by Federal Buyers.

In order to develop a PROACTIVE strategy, you first have to make sure your foundation is in alignment. Part of any Agency's vetting process involves reviewing your website, registrations, and marketing materials.



The primary place Federal Buyers ACTUALLY conduct "Market Research" is through the Dynamic Small Business Search (DSBS). The DSBS is a component of SAM but optional, causing many people to overlook it.

Next, you will need to conduct market research and determine who are the Agencies & Offices regularly spending money on your products & services? Who are they buying from? How are they buying? etc.



When you register in the DSBS include:

1. A robust capabilities narrative
2. Up to 25 keywords matching your offerings
3. A list of projects you've completed (Fed>State>Commercial)

Once you determine which Agencies & Offices are buying, you will need to identify the key points of contact within those offices that you should be forming relationships with. Names, Email, Phone etc.



If a Federal Buyer still can't find a responsible contractor through the DSBS they will use commercial tools such as Google. Is your website modern & search engine optimized?

Next, you should develop a communication strategy for phone, email, and in-person communication. This should include what you will say when calling, questions to ask, what to write in introductory emails, and even looking up Event Calendars to attend in-person events.



As a last resort, a Federal Buyer will compete the contract using a solicitation on SAM.gov without having already picked a winner beforehand. This is not their preference. They prefer to have already identified & vetted a company prior to releasing the solicitation on Sam.gov

Persistence is key. Building a business in the commercial world is hard. Building a Federal Contracting Strategy is just as hard. Don't take no for an answer, keep calling, keep emailing, keep attending events, learn from your mistakes, and eventually you will achieve incremental success.

