

Creating A Successful Federal Contracting BD Plan

A 5-step guide to competing for federal contracts

This guide is intended to help small businesses understand how to build an effective federal contracting market business development strategy that puts them in a position to compete for federal work without wasting time and resources on non-essential tasks.

Here is the step-by-step process to create a successful federal business development plan:

Conduct In-Depth Market Research

The most important factor in determining your success is knowledge.

Understand who in the federal market buys your products or services, how they buy, and how to position your organization to sell to them. Start with research.



Step 1

Step 2



Optimize Your Foundation

Use what you learned from market research to properly set up your federal registrations (System for Award Management, SBA Dynamic Small Business Search), including choosing the correct industry codes, keywords, and creating an effective Capabilities Narrative.

Build Your Brand and Marketing Assets

Build a set of high-quality assets that demonstrate to potential federal buyers that your organization is ready to be a responsive and responsible federal contractor.

Create a consistent brand and theme throughout your website, Capability Statement and vendor materials.



Step 3

Step 4



Focus on "Low Hanging Fruit"

Once your federal and commercial foundations are set, focus your business development efforts on the federal customers that provide the best chance of success based on what you learned from your market research efforts.

Learn Their "Buying DNA" and Connect

Every federal agency has its own unique way of doing business.

Learn their preferred engagement methods, learn who the key points of contact are, and connect with them by requesting "Capabilities Briefings".



Step 5

Follow these steps to build a structural sound federal business development plan.