

How To Optimize Your Time at Federal Matchmaking Events



Federal SB Matchmaking Events = Opportunity

Every Agency Has an Annual Small Business Goal



The federal government has goals of awarding 23% of the total value of all small business eligible prime contract awards to small businesses, 5% to small disadvantaged businesses (SDBs), 3% to SDVOSBs, 5% to WOSBs and 3% to HUBZone small businesses.

Every Agency Holds Small Business Events



One of the primary ways Federal Agencies engage small businesses is through federal networking events.

The Federal Government hosts an average of more than 300 of these small business events annually.

Be Prepared To Make a Good First Impression

Introducing the Matchmaker Event Essentials Kit:



#1 OPTIMIZE Your SBA Profile **SBA DSBS**



One of the first elements a federal evaluator will assess is your SBA Dynamic Small Business Search Marketing Profile.



If yours is not optimized, you may not even be found when they are searching.

The Challenge: 85% of Small Businesses Have Incomplete or Non Existant Profiles.

Our Solution: **FEDERAL SEO**

We research the keyword selections of all the businesses winning federal contracts within your industry sector, and optimize your keywords based on the most common and relevant listings.

We also assist you in creating a compelling Capabilities Narrative and ensure all critical information is updated within your profile.

#2 Optimize Your Marketing Materials **DESIGN A WINNING CAPABILITY STATEMENT**



Your Capability Statement should follow a federal standardized format.



Include all relevant federal codes, keywords and identifiers.



Create a high-quality, branded design that looks professional.



Make sure the content and message speak to your specific audience.



The Challenge: Most small businesses don't possess the in-house knowledge and talent to design a Best-in-Class Capability Statement.

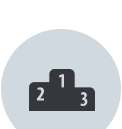
Our Solution:

Our federal design experts craft a custom-tailored Capability Statement specifically for the upcoming federal small business event. The language and theme will align with the Agency hosting the event, ensuring you make a unique and lasting great first impression!

#3 Receive Expert Coaching on What To Expect: **ENGAGEMENT STRATEGY**



Our team has attended hundreds of Small Business one-on-one meetings.



We know what the federal customers holding these meetings are looking for, and we know how to prepare you to get the most out of your engagement.



With our guidance, you'll have the tools - and confidence - you need to potentially turn a single engagement into a long-term relationship and revenue stream.



You Will Receive:

- 1-hour pre-event consultation
- 23-page Engagement Strategy
- 1-hour post-event debriefing



The Challenge: Most business owners don't know what to expect when they meet a federal buyer at an event.

Our Solution: **FEDERAL RESEARCH**

Our federal contracting consultants will prepare you to nail your federal matchmaker one-on-one meeting.

You'll go into your meeting with confidence and come out with the insights you need to position your firm for future contract work with the Agency.

And here's the best part - once you learn these techniques, you will apply them over and over again to create more success for your company.

Matchmaker Event Package



Investment: \$1,250