

The Matchmaker Package



Federal SB Matchmaking Events = Opportunity

Agencies Have Small Business Goals

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.



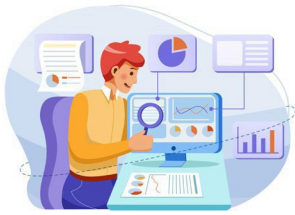
Agencies Hold Small Business Events

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!



Your Matchmaker Event Essentials Kit

#1 OPTIMIZE YOUR SBA PROFILE



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

If yours isn't optimized, you'll likely be disqualified right from the beginning.

The Challenge: 85% of Small Businesses Have Incomplete SBA Profiles.

Our Solution: **FEDERAL SEO**

We research the keyword selections of all the businesses winning federal contracts within your industry sector from this agency, 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 CAPABILITY STATEMENT



Format
Your Capability Statement should follow a federal standardized format.



Content
Include all relevant federal codes, keywords and identifiers.



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



Relevance
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: **CUSTOM CAPABILITY STATEMENT**

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 first impression!

GET EXPERT COACHING

#3 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 receive:
1 hour pre-event consultation,
23-page Engagement Strategy, and
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: **EVENT COACHING**

Our federal contracting consultants will prepare you to nail your federal event 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 Package - \$1,250

