

# The Small Business Alternatives to

## SAM Bidding

SYSTEM FOR AWARD MANAGEMENT

### Bidding on Solicitations in SAM.gov can be Frustrating


-  **Average of 17 Offers**
-  **Low Win Rate**
-  **Low Margins**
-  **High Investment of Time & Resources**




### INSTEAD: Try the SBDG Alternative to SAM.gov Bidding

#### #1 Attend Federal Events to **BUILD YOUR BRAND**



 On average, the federal government hosts 300+ SB outreach events annually. They're looking for small businesses like yours!

 Great way to gain agency-specific insights, meet decision-makers and brand your company!

 **The Challenge:** Events are hard to find


 **Our Solution:**  **FEDERAL EVENTS**

One calendar for all your federal events. Simple, modern interface, everything listed in a single portal.

#### #2 Optimize Your Federal Profile to **GET PHONE CALLS & EMAILS**

-  85%+ of small businesses have an incomplete federal marketing profile.
-  These companies miss out on direct calls and emails from COs.
-  This is how so many unpublished, single-offer contracts are awarded.
-  If you're visible and compelling, you'll get noticed!



 **The Challenge:** You don't know exactly HOW to optimize your profile.


 **Our Solution:**  **FEDERAL SEO**

We research all the companies winning contracts and buyers awarding contracts to come up with the most utilized keywords in your industry sector, and make sure your profile is set up so you are visible when they search and considered when they find you!

#### #3 Conduct Research to **FIND YOUR MARKET**



-  Over 50% of federal awards to small businesses are never posted to SAM.gov
-  Over 25% of small business awards only received 1 offer.
-  If you aren't seeing 100% of the market, then you're at a disadvantage.
-  If you aren't identifying who your best customer is in the federal market, then you're not giving yourself the best chance to succeed.

 **The Challenge:** Most business owners only know about bidding at SAM.gov or getting on the GSA Schedule.

 **Our Solution:**  **FEDERAL RESEARCH**

With our Federal Market Analysis Report, we not only show you 100% of the federal market, we help you identify the "low-hanging fruit": The opportunities with less visibility, less competition, higher margins, simpler processes, and higher odds of winning, matched to your business profile, experience, and bandwidth.