



Federal Revenue Accelerator Business Plan

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Marketing to Federal Customers: What Every Small Business Should Know

You'll need a solid Federal marketing plan to compete as a small business in the Federal marketplace. Start your path in Government procurement with knowledge of the market's demand for your products and services.

This will allow you to:

- Distinguish your products and services from competitors
- Develop a data-driven plan to find opportunities with the resources listed below
- Harness the data available, assess your upcoming opportunities, and follow your strategic plan to market your small business and compete

Follow these steps to start the Federal Contracting Process!

Step 1: Get Registered and Certified

- First, **register** your business in the System for Award Management (SAM) at <https://go.usa.gov/xFNkS>.
- Learn more about required vendor registrations: <https://go.usa.gov/xFR4S>.

You must register in SAM before you can be awarded a Federal contract. You'll need the following to register:

- **North American Industry Classification System (NAICS) code:** Federal agencies use NAICS codes to conduct market research, locate viable small businesses for contract opportunities, and determine size standards. Search for your company's NAICS code at <https://go.usa.gov/xHsUz>.

- **Small Business Size Standards:** Make sure your organization qualifies as a small business for Government contracting purposes. Use the Small Business Administration (SBA) Size Standards Tool to learn more: <https://go.usa.gov/xFR2U>.
- **Small Business Certifications:** Learn if your business qualifies for set-aside contracts in any of the below categories:
 - Small Disadvantaged Businesses (SDB)
 - Women-Owned Small Businesses (WOSB)
 - Service-Disabled Veteran-Owned Small Businesses (SDVOSB)
 - Historically Underutilized Business Zones (HUBZone) Small Businesses

Find more information about small set-asides and business certifications: <https://www.gsa.gov/setasides>.

Step 2: Identify Potential Contracting Opportunities

- **Use SAM** to find active contract opportunities greater than \$25,000, which include: summaries of proposed contract actions; solicitations; and associated information. <https://go.usa.gov/xFNkS>.

- **Explore Agency Forecast Data:** Federal agencies must forecast upcoming contract opportunities, including those for small business.
 - Use your NAICS code to search the **Forecast of Contracting Opportunities Tool** to identify future procurements with GSA and other Federal agencies. Search the tool at <https://www.fbf.gov>.
 - Review **Agency Recurring Procurement Forecasts** to locate future contracting opportunities with all Federal agencies. Visit <https://go.usa.gov/xFRbn> for a list of agency forecasts.

Step 3: Conduct Research

- **Explore the Federal Market:** Use data tools such as **SAM.gov's Databank** and **USA Spending.gov**, to research:
 - Which Federal agencies and departments are buying your product or services?
 - How much are they buying?
 - Have they awarded any set-asides?
 - What is your competition doing?

Access the SAM Databank at <https://go.usa.gov/xFRT5> and USA Spending at <https://go.usa.gov/xFRTR>.

Learn more about free small business data and trends at SBA's Business Guide that will assist you with your market research and competitive analysis. <https://go.usa.gov/xFRTQ>

Analyze and use the data to create an effective strategy for achieving success.

Step 4: Develop Your Federal Marketing Plan

- **Know** your competitive position and what distinguishes your product or service from your competition. Clearly outline what makes your small business stand out. Effectively communicate these factors to Federal agencies.
- **Assess** the strengths, weaknesses, and opportunities of your small business in the Federal procurement market. Capitalize on your strengths, know your weaknesses and overcome them, develop a plan to address market needs, and seize available opportunities.
- **Identify** the Federal agencies and departments that you want to target. Focus on those agencies where you have the most opportunity based on your market research.
- **Create and Develop** a Federal marketing and sales plan to outline the activities that you will conduct to meet your goals. Ensure you use data to run your marketing and promotions. Learn more about marketing and sales plans from SBA: <https://go.usa.gov/xFRT6>.

- **Be proactive** in marketing your business. Once you are a Government contractor, you must continue your marketing efforts and revise your business strategy to compete in the Federal marketplace.

Additional Resources:

Get help developing your Federal marketing plan, crafting an effective 30-second elevator speech, and creating a strong capabilities statement to outline your core competencies.

- Sign up for GSA OSDBU's free marketing webinar at <https://go.usa.gov/xFRQB> or view recorded training events at <https://go.usa.gov/xFRQ9>.
- Contact your local:
 - **Procurement Technical Assistance Center (PTAC):** <https://www.aptac-us.org/>
 - **SBA:** <https://go.usa.gov/xFE4x>
 - **SCORE:** <https://www.score.org/> and
 - **Small Business Development Center:** <https://americassbdc.org/>.



Need more help?

Visit us at: <https://www.gsa.gov/osdbu>

Register for future OSDBU training and events at: <https://www.gsa.gov/osdbuevents>

Contact your local Small Business Specialist: <https://www.gsa.gov/smallbizsupport>

Follow GSA OSDBU on Twitter: <https://twitter.com/GSAOSDBU>

Access more resources at: <https://interact.gsa.gov/groups/small-business-solutions>



5 Tips to Accelerate Your Federal Revenue

SBDG Federal Revenue Accelerator Tips!

Step 1: Conduct Market Research Before Registering in SAM, Acquiring a Certification, or Considering a GSA Schedule

- Learn which codes and keywords are most often associated with the types of contracts you want to pursue.
- Review the federal profiles of companies winning contracts in your industry to gain competitive insights.
- Identify your best customers in the federal market (Agencies and/or Prime Contractors) and take notes about the language and codes they utilize most prominently
- Identify acronyms or terms unique to your federal market sector, and determine if they should be included in your federal profile.

Step 2: Ensure You Have All the Core Business Assets in Place BEFORE You Pursue Federal Work

- Your email domain should be a branded business domain (not “@gmail.com” or “@yahoo.com”).
- Your website should be modern, secure and demonstrate both commercial competency and clearly showcase your commitment to federal contract work.
- Your federal resumè (more commonly referred to as a “Capabilities Statement) should clearly and professionally communicate your organization’s codes, core competencies, differentiators and past performance.

Step 3: Seek Out Relationships with Key Customers BEFORE Bidding on Open Solicitations

- Identify the federal customers that provide your best opportunity for initial inclusion in smaller, easier to win contracts.
- Explore alternatives to contracts, such as credit card purchases and Purchase Orders as a more effective way to secure your first federal order.
- Consider subcontracting with a Large Prime Contractor in order to learn the federal market without having to secure a direct federal contract.
- Learn the different roles and responsibilities of key influencers in the federal market, and use what you learn to effectively engage and develop brand awareness.

Step 4: Learn How to Engage in “Grass Roots” Business Development

- Attend events with targeted agencies to learn and connect.
- Respond to Federal Sources Sought and RFI notifications that match your business profile.
- Develop a comprehensive engagement strategy to target, communicate and connect.
- Execute consistency daily outreach with targeted communication and clear “next step” protocols.

Step 5: Consider Hiring an Expert to Accelerate Your Progress

- Identify experienced specialists that can save you time and money by ensuring you are following the most effective path(s) to secure federal work.
- Work only with established, results-oriented firms that can prove their abilities.
- Make sure you clearly understand the firm’s strengths and limitations in the market (few firms are equally outstanding in all aspects of federal contracting).
- Ask for clear objectives and milestones in exchange for your financial commitment.
- Ask how what they are doing is going to help you win federal work.
- Be wary of any organization that promises or guarantees federal work if you become a client.

Additional Resources

- **Federal.Events Calendar:** One simple point of access for future small business federal contracting events. \$200 annual subscription or FREE with any other SBDG purchase. <https://federal.events>
- **Capability Statement Design:** World-class capability statement design including Core Competencies, Differentiators, Past Performance, Hyperlinks to important government systems such as GSA, SAM, FPDS etc.. <https://www.smallbizdevgroup.com/product/capability-statement/>
- **Federal SEO:** With the SBDG Federal SEO Report, your business will gain access to the most popular and effective keywords used by: The businesses winning federal contracts in your industry and work area, The federal buyers awarding the contracts in your industry and work area, and The federal solicitations for bid opportunities in your industry and work area. Armed with this information, your federal marketing profile visibility will be enhanced, increasing your odds of receiving phone calls and email requesting a quote. <https://www.smallbizdevgroup.com/product/federal-seo-sba-profile-keyword-optimization/>



To Learn More, Visit Our Small Business Development Group Federal Revenue Accelerator Resource Portal:

<https://www.smallbizdevgroup.com/client/federal-revenue-accelerator-resources/>



Recommendations

4 Levels of Assistance



Foundation

Includes:
SAM Registration
SBA Registration
Capability Statement Design
Bid Alert Set-Up



Research

Includes:
Keyword Federal SEO
Market Research
Dynamic Data Dashboard
Email Template & Training



Assets

Includes:
Federal LP for Website
Certification Support
GSA Schedule Support
Proposal Support



Support

A dedicated federal contracting specialist is assigned to your company to assist you with each step of your journey.