SBDG | SMALL BIZ DEV GROUP
EMPOWERING FEDERAL CONTRACTORS

Customer Journey Map

1 Review

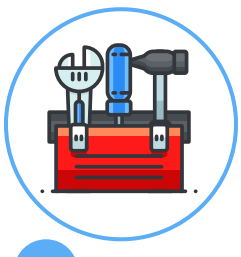
Review the overall federal market to get a sense of demand for your products and/or services in the federal community.

2 Research

Once you've confirmed demand for your offerings, conduct a "deep dive" into the federal contracting data to identify your target federal customers.

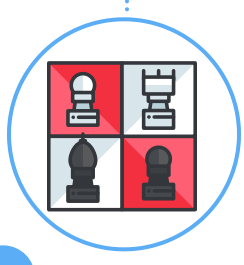
3 Assess

Understand your target customer's buying DNA, and audit your federal profile and assets to determine where there is alignment, and where there are opportunities to create alignment.



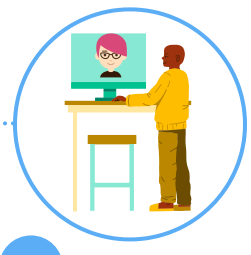
4 Build

As you take inventory of your federal foundation and assets, build out any missing pieces (such as your Capability Statement) to ensure you have the assets that align with how your target audience in the federal market engages and buys.



5 Strategize

Determine your plan for engagement based on your market, readiness and ROI potential.



6 Engage

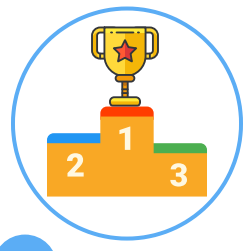
Utilize our "7 touches" Federal Business Development methodology with former CO William Randolph and his team to execute capabilities briefings with your target audience.

7 Align

Match your core competencies to their challenges and/or goals. Engage, discover their priorities and your fit, and propose relevant solutions that create opportunity

8 Scale

Use strategic resources to scale your outreach and business development activities.



9 Compete

Focus on the activities that put your firm in position to compete and win federal work.