

MARKET
RESEARCH

TARGET.

DATA + STRATEGY = WINNING

FEDERAL
SEO

CAPABILITIES
PORTFOLIO

REGISTRATION
OPTIMIZATION

PREPARE.

CONNECT.

CAPE
BRIEFINGS

EVENT
CONNECT

TARGETED
RESPONSE

SMALL BIZ
DEV GROUP

CONTACT US

support@smallbizdevgroup.com

WWW.SMALLBIZDEVGROUP.COM

"WHAT DO THE WINNING COMPANIES DO?"

Let's start with what they **don't** do.

They don't wait around with thousands of other companies for the government to post an invitation to bid.

They don't chase after opportunities that haven't been fiercely vetted.

They don't waste time, money or resources.

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OUR MAIN SERVICES

TARGETING

Your best federal customer is out there waiting for you.

We have the experience, intelligence, and strategic framework that allows you to clearly identify which federal customer(s) you should be targeting.

Bottom line - we help maximize your "Resource ROI".

PREPARATION

Successful federal contractors align with their customer.

Your best federal customer has buying preferences. They tend to buy from small businesses like yours. They make simple purchases, pay quickly, and provide repeat business.

Before you engage, you first need to create "Client Alignment".

CONNECTION

Meet your federal customers where they are.

Location. Timing. Message. It all matters. Engage the right customer in the correct environment, at the most opportune time with a message that resonates, and success is the byproduct.

Repeat this process, and success is inevitable.

WHAT WE MEAN BY "TARGETING".

Our definition of targeting is simple (but not easy).

Through a consistent, deliberate process of collecting, analyzing, synthesizing and validating millions of related federal spending data points, we continuously distill the federal macro-dataset into the most relevant, actionable insights that most fully align with your business.

In the end, it's art, science and logic...and above all else, it's **powerful**.

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THE TARGETING PROCESS:

Step 1. Comprehensive Intake Interview.

We learn about your business, goals and priorities - and in some cases even help you redefine them.

Step 2. First Draft Dataset.

We create an initial data framework based on your input, coupled with our understanding re: how the federal community classifies what you sell.

Step 3. Data Relevancy Review and Confirmation.

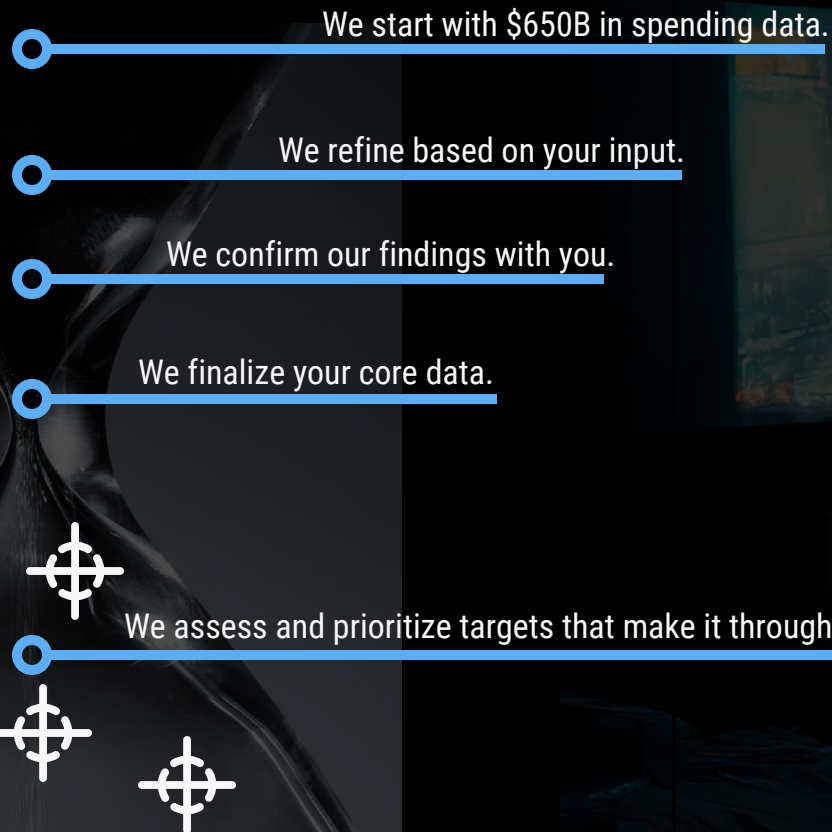
Once we've created the initial dataset, we review our findings with you to confirm or dismiss the keywords, terms, phrases and codes we identified.

Step 4. Identifying Secondary Data Indicators.

This is where the "magic" starts to happen. Once we've confirmed your target dataset, we then use a proprietary machine learning algorithm to identify contracts that meet a certain match compatibility to your dataset, but were excluded due to being listed under different codes and/or descriptions.

This is your hidden market - and seeing it is **priceless**.

WHAT WE MEAN BY "TARGETING".



THE TARGETING PROCESS:

Step 5. Prioritize and Align.

Identify and hone in on your target(s) based on the findings from your research.

Step 6. Craft a Relevant and Compelling Message.

Develop a relevant and customized written engagement strategy to maximize your opportunity for connection.

Step 7. Get Trained Up on the "Why".

You'll receive a comprehensive training session to understand (and understand how to capitalize on) your research findings.

Step 8. Transition to Preparation.

Using our Readiness Assessment framework, you'll begin aligning your federal registrations, messaging and artifacts to the culture of your customer.

WHAT GOES INTO PREPARATION?

The first step of preparation is **both** the most critical, and the one **virtually everyone misses**.

Before you can prepare, you have to first know **who** you are preparing **for**.

By first knowing "who", you can then align your business regarding what to do.

That said, there are general areas of consideration that virtually every small business needs to assess and improve.

Here's a checklist of those areas of consideration:

PREPARATION (GENERAL):

Corporate Governance:

- Entity Structure
- Ownership Structure
- Physical Address
- Website
- Social Media
- Professional Email Domain

SAM Registration:

- Active Status
- All Fields Completed
- Industry Code Optimization
- Contact Optimization

SBA/DSBS Registration:

- Active Status
- Keyword Optimization
- Capabilities Narrative Optimization
- Past Performance Optimization
- Secondary Field Completion / Optimization

WHAT DEFINES A "TARGET CUSTOMER"?

There are many factors that go into the equation of defining a "target customer" in the federal contracting market.

The simple definition is "the federal customer most likely to award a contract to your firm based on the sum value and alignment of definable, controllable factors."

In other words, your ideal federal customer is seeking a solution like yours, from a company like yours, as soon as possible, and is willing to buy from you in an efficient, profitable manner.

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PREPARATION (CLIENT):

Agency Culture

- Mission and Vision
- Budgetary Priorities
- Time of Year
- Small Business Focus
- How They Prefer to Buy

POC Awareness

- Your Buyers
- Your Buyer's Circle of Influence
- Your Liaison
- Your Impediments
- Others of Note

The Buying Process

- How They Currently Buy What You Sell
- Your Buying DNA Alignment

Once this knowledge has been obtained, use it to influence the creation of all your client-facing artifacts.

YOUR CAPABILITIES PORTFOLIO

According to the Small Business Administration, your company should have a portfolio of presentation materials that articulate your Capabilities. They include:

- Capabilities Statement
- Capabilities Briefing Presentation
- Capabilities Response Template
- Capabilities Brochure

These assets make up the fundamental tools required by the federal government from your firm in order to demonstrate superior competency.

CAPABILITIES PORTFOLIO:

Capabilities Statement

This is a one-pager (front and back is acceptable) for an initial meet and greet.

Capabilities Briefing Presentation

Describe the problem, approach, outcome, and impact of how you solved a customer problem and how you can apply what you learned to achieve success.

Capabilities Response Template

Capabilities Statement in response to Sources Sought or Request for Quote (RFQ).

Capabilities Brochure

Marketing brochure (2–3 pages) to provide more information on the company.

IT'S ABOUT CUSTOMERS, NOT SOLICITATIONS.

The most successful contractors share a common trait.

They earn **a lot** of repeat business.

In 2022, the average successful small business federal contractor earned **42 contract awards**, for a total value of approximately \$2 million.

What's their secret? The focus on building lasting relationships with their federal customers - and they see those awards as byproducts of their relationships.

HOW TO BUILD YOUR FEDERAL RELATIONSHIPS:

First, go back and re-read the first 7 pages of this brochure...because it starts with **targeting** and **preparation**.

Next, you need to develop a multi-faceted engagement strategy influenced by what you know about your customer.

This is exactly why we've partnered with Think Acquisition, and Mr. William Randolph.

Mr. Randolph spent 26 years in the federal acquisition environment. In other words, for 26 years he **was your customer**.

He knows how they think. He knows what they prefer. And perhaps most importantly, **he knows what not to do** to avoid short-circuiting yourself along the way.

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YOU WANT SOMEONE WHO'S SEEN IT ALL, FROM EVERY ANGLE.

William Randolph bought for the federal government.

He managed those that bought for the federal government.

He managed the federal customer program office the buying office was buying for.

He's taught others how to sell to the government.

He's sold to the government directly - and he's sold courses to train government buyers how to buy.

Use **his** experience to **your** benefit.

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WILLIAM C. RANDOLPH
CONSULTANT - SPEAKER - TRAINER

OVERVIEW

Former SES procurement executive leveraging over 28 years of acquisition experience helping leaders and acquisition teams master the execution and delivery of 'outcomes-oriented' solutions.

EDUCATION

BACHELOR OF ARTS 1995
Shepherd University, Shepherdstown, WV
Major: in Business Administration
Minor: in Psychology
GPA: 3.26

NAVY BUSINESS CERTIFICATE 1998
University of Virginia, Darden School of Business
Navy Business Resource Management Certificate

MILITARY SERVICE

UNITED STATES NAVY 1988 - 1993
Honorable Discharge

CERTIFICATIONS

DAWIA LEVEL III **FAC-C LEVEL III**
Contracting 1998 Contracting 2009

KO EXPERIENCE

HOMELAND SECURITY 2009 - 2016
MARCOSYS.COM (MARINES) 2004 - 2009
NAVSEA (US NAVY) 1995 - 2004

CONTACT

+1 (703) 819-6192 | william@thinkacquisition.net
www.thinkacquisition.net | 25 Castle Haven Rd
Hampton, VA 23666
[linkedin.com/in/william-randolph-thinkacq](https://www.linkedin.com/in/william-randolph-thinkacq)

WORK EXPERIENCE

FOUNDER/CEO - CONSULTANT - TRAINER - INSTRUCTOR 2019 - Present
THINK Acquisition, LLC

THINK Acquisition is an independent acquisition consulting, training and development firm focused on increasing the individual effectiveness, preparation, and competitiveness of all participants in the federal government acquisition, procurement and small business arena.

Areas of Business Include:

- Training & Development
- Acquisition/Contracting Micro-Consulting
- Government Contracting/Business Development Services

INDEPENDENT SENIOR CONSULTANT 2016 - 2020
ASI Government, LLC

- Provides expert advice and assistance to multiple government agencies (FEMA/FIMA, FRTTB, Department of Commerce, and Department of Education) in the areas of acquisition, program management and contracting activities to re-imagine, plan, execute, deliver and administer high visibility, high priority acquisitions.
- Create, review and deliver training and course facilitation for multiple government agencies and training delivery clients. Provide acquisition thought leadership and assistance to programs in enhanced requirements generation and definition, market research, acquisition milestone support, source selection, contract administration, and policy and enhanced acquisition business practices to advance the acquisition portfolio of government programs.

ASSISTANT DIRECTOR 2013 - 2016
Operations Support Division (OSD) - ES-0340-00 (SES)
Dept. Homeland Security (DHS)
Enforcement and Removal Operations (ERO) Executive Program Office

- Effectively planned, directed and managed the mission support business and administrative activities for ICE's largest law enforcement program. Provided expert advice regarding the areas of acquisition, human capital recruitment and development, budget formulation and execution, administrative services, facilities and fleet asset management, physical security, executive correspondence, requirements generation and contract administration.
- Supervised over 75 employees in Washington DC and the states of Maryland, Tennessee and California and oversaw and reviewed the expenditure of appropriated funds and manage a \$3.2 billion annual operating budget comprised of appropriated and multiple fee-based funding sources.

DIRECTOR 2010 - 2013
Office of Acquisition Management (OAM) - ES-1102-00 (SES)
Dept. Homeland Security (DHS)
U.S. Immigration and Customs Enforcement (ICE)

- As the Head of Contracting Activity (HCA) I exercised overall business responsibility, audit review and contracting authority to effectively execute the agency's procurement line of business. Successfully supervised over 200 employees who included civil servants, contracting interns and support contractors in Washington DC, Dallas, TX, Orlando, FL and Laguna Niguel, CA. I effectively led and directed this procurement staff to successfully execute over 8,000 contracting actions totaling over \$2.3 billion in FY2012 in support of the program offices Agency-wide and was on target to exceed that quantity in FY2013.