**SBDG | SMALL BIZ DEV GROUP**
EMPOWERING FEDERAL CONTRACTORS

| 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

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# "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 <u>simple</u> (but not <u>easy</u>).

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**.

# 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".

We start with $650B in spending data.

We refine based on your input.

We confirm our findings with you.

We finalize your core data.

We assess and prioritize targets that make it through.
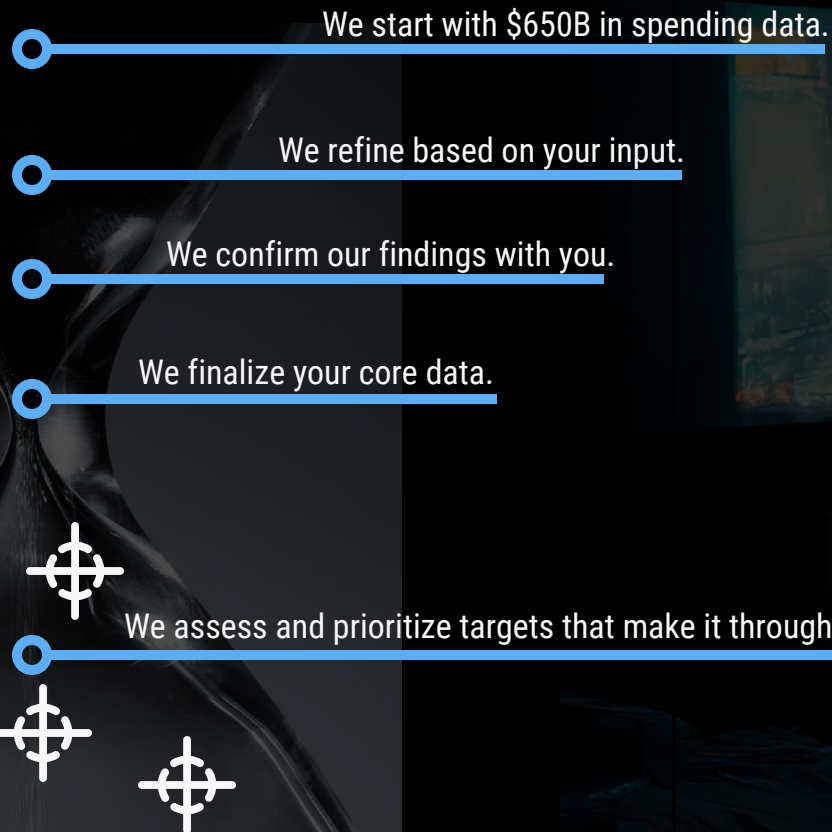
# THE TARGETING PROCESS:

**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.

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# 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.

# 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.