

Objections	Rebuttals
Everything is in SAM.	Actually, only about half of the small business contracts that were awarded last year were posted at SAM.gov. And most of the contracts that are the best fit for you aren't posted there.
I was told not to pay for anything – everything is free.	One of the primary sources of that advice (the SBA) also has a section on their website that says the average small business contractor should expect to invest \$80,000 to \$130,000 and up to 2 years in trying to win their first contract. We think both ends are wrong – nothing in life is free (it all costs time, money or opportunity), but it also shouldn't cost nearly that much time and money for the average small business to be successful. That's exactly why we do what we do – to reduce the time and cost it takes for you to compete.
What is my guarantee?	<p>First, anyone that guarantees you anything like a federal award is lying to you – so if you hear that, hang up on that person.</p> <p>Next – the only thing I can guarantee you (because I'm in control of it) is that you will know exactly who is buying what you sell, how they're buying it, and who they're buying it from. We can also help you position your firm to be considered, but at the end of the day the federal government is contracting with your company, not us. We don't control if you have good pricing, or whether or not you meet their evaluation criteria...that's all on you. We'll simply get you where you're going in the federal market faster and for less money.</p>

Can you provide me with references?	We don't provide references for two reasons. First, our clients don't like discussing their business development strategies (what works, what doesn't, how we helped) outside their firms. That's all proprietary. Second, even if they agreed to do it, we wouldn't burden our clients with that – they're busy running their business – just like we wouldn't burden you with that responsibility once you become a client. It's our job to demonstrate value – not our clients.
All this information is out in the public – I can do this research myself.	All the data is available publicly. Much of it isn't information, because it doesn't "inform" you, it confuses you. But either way, whether its data or information, if you don't have the wisdom that comes from years of experience working with the data, you won't be able to transfer the data or information into actionable knowledge.
How long have you been doing this?	Our research team has over 30 years' experience in the federal market, and 50+ years' experience consulting small businesses.
What is your client's success rate?	There's no such thing. What I mean is, you can't lump everyone together and get a nice clean ratio like that. For example, we have an ongoing client that has been winning federal contracts since World War I – long before we came into the equation. If we count their win rate into our overall formula, it's meaningless. Their wins don't correlate to you. Win rate isn't important – because it's not something you can bank on. You win or lose based on you, not the average success of our other clients. What should be more telling is that a client that has been doing government contracting since WWI sees enough value in us to keep us on a monthly retainer.

Let me think about it.	Certainly – I have no desire to rush you into a decision. You should really consider whether federal contracting is something you want to do – remember what made you register in the first place, and determine if you’re still similarly motivated. Here’s my advice – take as long as you want to decide, but don’t spend another second doing it the way you have been.
It’s too expensive.	That means one of three things – either the federal market isn’t all that important to you, financially you’re not ready, or you don’t see the value. If it’s one of the first two, there’s really nothing I can do about that. If it’s the third, then I’ve missed something along the way – because in my mind it’s too expensive to do this any other way.
I’m not sure we’re ready.	It’s definitely something you want to be ready for – because make no mistake, this is a competition. The other businesses gearing up to try and win these contracts are completely ready to compete against you – because they know it’s worth it. If you’re not ready to match that level of commitment, you shouldn’t do this.