

INTRO *(Set your prospect at ease by explaining who you are, why we sent them the email we sent, and what you’d like to accomplish on this call. Think about how you word this as if you were on the other end of the line.)*

Write your intro:

DISCOVERY *(Transition by telling them that you’d like to learn a little more about their business and particularly their experience in the federal market, and then let them tell their story. Then, determine their “bucket”.)*

Write your set-up for Discovery:

CONFIRMATION *(Reflect what you heard from the prospect, tell them your opinion of which of the three “buckets” they best fit into, and ask if they agree.)*

New / Little Experience

- Typically registered less than
1 year
- Knows only the basics
- Has not bid much/at all
- Needs you to lead
- Keep it simple

Not New / Frustrated / Unsuccessful

- Will have very specific
stories of frustration
- Lots of effort, no results
- May be resistant
- Focus on their challenges
- Make it binary (this vs. that)

Experienced / Successful

- Because of experience, will
already believe in our path
- Ask a lot of questions
- Ask what type of assistance
they need
- They’ll tell you how to sell
them

TOP-LEVEL PRESENTATION POINTS

- 1. **Always use data.** Start by showing them the numbers. Specifically, the number of contracts awarded that were not posted at SAM.gov & the number of contracts awarded that only received 1 offer.

Stay focused on their industry codes and work area.
- 2. **Transition to your next point with a question...**“has anyone ever shown you this data before?”
- 3. **Explain the “why”.** *Why isn’t everything posted at SAM.gov for bid?* (rules say they can skip, easier for them to buy, it would take too long). *Why do so many contracts only get one offer?* (if they’re not posted for bid, no one can see them. If the Contracting Officer can reach out and request two or three quotes, and only 1 business responds, you get an award with 1 offer).
- 4. **Transition by affirming they understand...**“now does it make sense why there are so many not posted and only get 1 offer?”
- 5. **Explain our difference, but keep it simple.** Reactive vs. Proactive.
- 6. **Does that make sense?**
- 7. **It all starts with Market Research.** The Market Research will tell us how to optimize your codes and keywords for SAM, DSBS, Cape...and it will tell us whether you need a GSA Schedule, Certification or any other tool.
- 8. **Wrap up with caution and aspiration.** It costs businesses doing it the hard way \$80,000 to \$130,000 and 2.1 years to learn this method. Alternatively, *this* is *exactly* what the successful contractors are doing today.

TOP-LEVEL PRESENTATION POINTS

- 1. **Focus on the heart of their frustration or experience.**
 - a. “We bid, we never win...”
 - b. “We can’t find anything that fits...”
 - c. “There’s not enough work...”
 - d. “It’s an insider’s game...”
 - e. “We don’t have the socio-economic set-asides to compete...”
 - f. “It takes too much time / effort...”
- | |
|--|
| b. It’s because there’s too much competition in the Open Bid market (average of 17 per solicitation). You need to go after opps with less competition. |
| a. That’s because you’re only seeing about 15% of the market. The opportunities that are a better fit probably don’t go out for bid. |
| c. That’s because you’re only seeing about 15% of the market. The opportunities that are a better fit probably don’t go out for bid. |
| d. I agree. The only difference between you and an insider is knowledge and execution. |
| e. Then you should go after the opportunities that don’t require a special set-aside. |
| f. We agree. That’s why we don’t teach that method. We focus on building relationships with your best clients vs. reacting to bids. |
- 2. **Explain our difference, highlighting their frustration.** Reactive vs. Proactive. Focus on whatever they complained about, and show **their** way vs. **ours** (binary).

TOP-LEVEL PRESENTATION POINTS

- 1. **More Discovery.**
 - a. **Role of the prospect.** Is the person you’re talking to personally responsible for federal contract Business Development for the company? What other roles do they play? Do they wear multiple hats? Are they having bandwidth issues?
 - b. **What “stage” are they in?** Are they growing in the federal market? Have they suffered a recent downturn in federal work? Are they preparing to graduate from the 8a program? Did they just get their GSA Schedule? Are they gearing up for the upcoming year, or because of the recent bill that was passed?
 - c. **What do they currently find most challenging / frustrating / time-consuming?** Getting work outside their existing clients? Getting work with a specific agency? Too busy fulfilling contracts to go out and find new ones? Other than SAM.gov and GSA, don’t have other federal BD strategies? General federal BD? Not enough bandwidth?
 - d. **Are they looking for “problem help” or “growth help”?** “Problem Help” – can’t find the right contracts, bidding / not winning, feel like we’re missing something, can’t break in with new agency, etc. “Growth help” – we’ve got a great foundation with Agency A, and now we want to expand. We know the demand for service X is increasing, and we want to get in front of it.
- 2. **Try and Get 3 Specific Challenges / Goals from them that our Market Research Report Can Solve.**

KEY PHRASES

EXPERIENCE

“Every member of the team behind this research has at least 10 years’ experience in the federal market with clients – almost exclusively small businesses - that have won over \$500 million in federal contracts.”

“The reason we know how this all works is because we’ve spent years learning the process from people on the buying side – Contracting Officers, Program Managers, and Small Business Specialists.”

“The [SBA says you should expect to invest \\$80,000 to \\$130,000 and up to 2 years](#) in pursuit of your first contract win. Well, we’ve already invested way more time and money than that learning the federal market – so you don’t have to make that investment.”

“It’s funny – the more experienced a business is in the federal market, the more they believe in our product – because they already know how all this works from experience.”

GUARANTEE

“Anyone that guarantees you a contract is lying to you – because they can’t. The government awards a contract to you based on how well you can provide the product or service they want, at the price they want, vs. other options they have. That’s up to you.”

“I *can* guarantee that businesses that are winning federal contracts are using this strategy. I can also guarantee that we’ll get you to wherever you’re going in the federal market – win or lose – in less time and for significantly less money than it will cost you to get there on your own.

WHY MARKET RESEARCH FIRST?

“Data should drive decisions.”

“Until you’ve done the Market Research, you don’t know if the steps you’re taking are getting you closer to your goal, further from your goal, or simply have you going in circles.”

“...because until you complete Market Research, you don’t know who your best potential customers are in the federal market...isn’t that an important thing to know?”

“Without Market Research, you don’t know what NAICS Codes, PSC Codes or Keywords federal buyers are using to classify and award your contracts. So you can’t properly register. You won’t have a complete and accurate Capability Statement for the same reason. You won’t know if you need a GSA Schedule, you won’t know if a Certification is important to acquire...and if you already have those things, without Market Research you won’t know who to market those assets to, and they won’t bring you the value they should.

“WE DO FINE IN SAM”

“On average, how many contracts do you bid on per month?”

“How many do you win?”

“What’s the most common reason you don’t win?” (Price)

“Why don’t you price lower so you win those too?” (Would lose money)

RECAP – So, you win X%, those you don’t win it’s because of price, and if you priced lower you wouldn’t make any money, so you’re not making a lot of money even if you win...why don’t you just go after the contracts not in SAM that have less competition and don’t require you to bid so low?

WHY IS SAM THE HARDEST WAY?

Most competition – “if you can see it, so can everyone else.”

Lowest win rate – “Average of 17 offers, odds of winning are low.”

Usually requires Past Performance – “If it’s in SAM, it probably requires you to have 3 years federal experience for similar work.”

Jobs are usually too big – “Most small businesses can perform all the requirements of a SAM solicitation.”

Takes a lot of resources to respond – “Responding to a SAM solicitation takes time and money. They’re hard to understand, hard to interpret, and you could probably be doing something more productive with your time.”

Others will low-bid – “You’ll compete against companies willing to lose money to get the win. In the process.”

OUR PROCESS

Phase 1 – We collect your keywords and codes to build a baseline dataset.

Phase 2 – We review that dataset with you, specifically reviewing the contract descriptions, highlighting the keywords and confirming that we have an accurate baseline.

Phase 3 – We conduct market intelligence analysis, looking for “secondary data indicators” that help us uncover other contracts that fit your business that include alternate (but relevant) keywords and codes. For example, we may have search “Business Process Improvement”, and uncovered contracts with the acronym “BPI”.

Phase 4 – Upon confirmation, final report is created/delivered.

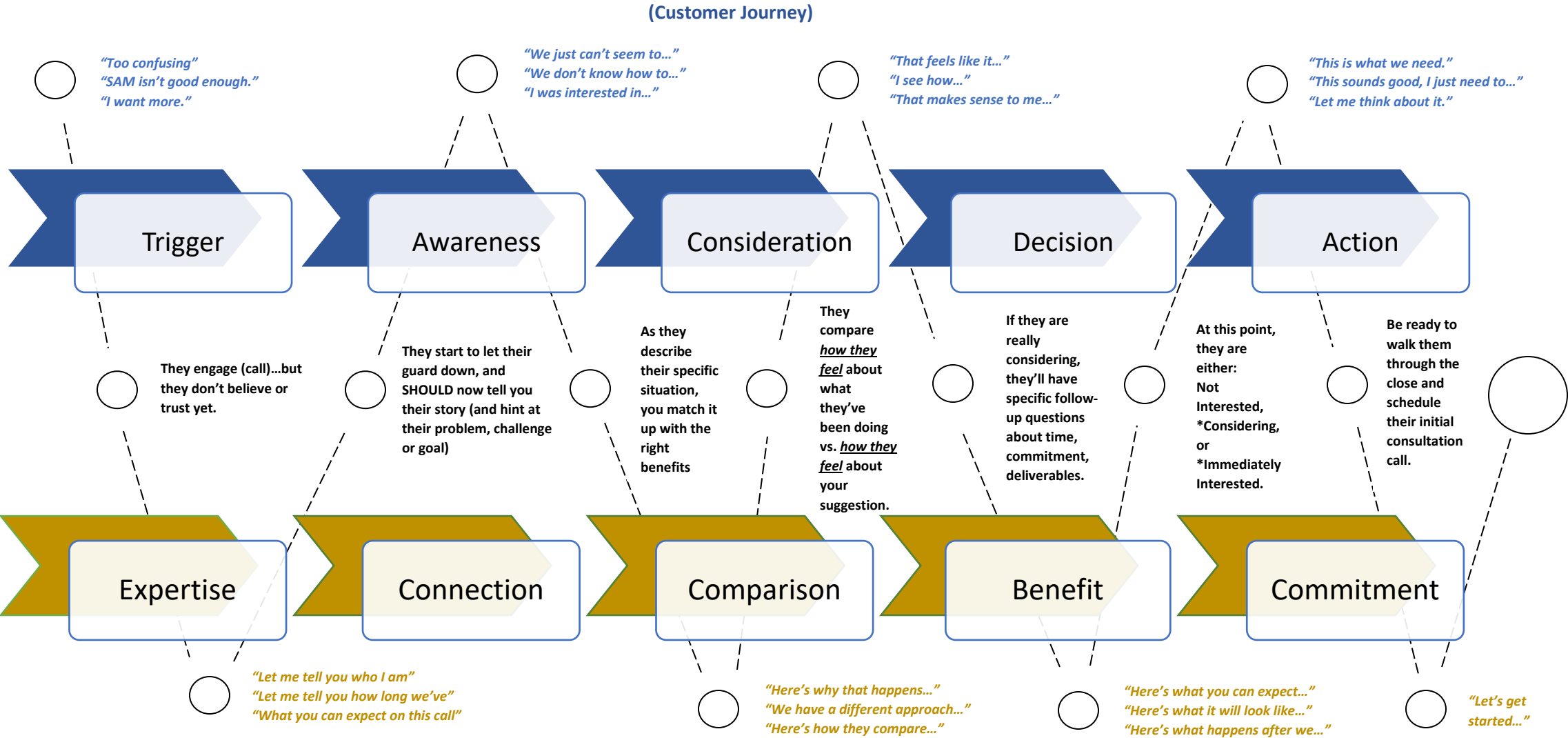
FEATURE		BENEFIT (INTERMEDIATE)	BENEFIT (ADVANCED)
“The One Big Thing”	<i>“This report is designed to show you the federal customers that give you the best chance to win your first federal contract.”</i>	<i>“This report is designed to show you the federal customers that give you the best chance to win your first/next federal contract.”</i>	<i>“This report is designed to show you the federal customers that give you the best chance to win your next federal contract.”</i>
Data is refined based on a combination of relevant keywords & codes.	You can see the entire federal market for your business, not just what’s in SAM.	You can change your approach based on a better understanding of your market.	You can zero in on exactly the best next opportunity for your business.
Spending is broken down by Department, Agency and Office	You are able to see which specific federal locations spend the most on your products/services.	You are able to see which specific federal locations spend the most on your products/services.	You are able to see which specific federal locations spend the most on your products/services.
Includes a list of the Top 20 Overall Competitors, as well as Top 20 SB.	See how you stack up against the winning companies, and build a plan to compete.	See what they’re doing differently than you to win these contracts.	Know exactly who you are competing with, and how you compare.
Includes a list of LB Prime Contractors that require SB subcontractors.	Subcontracting is a great way to break into the federal market.	Subcontracting could be a more effective strategy vs. what you’ve been doing.	In some cases, it may make strategic sense to pursue work as a sub.
Includes percentage of awards by socio-economic status.	Allows you to evaluate whether a certification is worth the investment.	Provides insight regarding how important certification is to your success.	Clarifies the role and importance of certification in your acquisition strategy.
Identifies “Low Hanging Fruit” Opps (low competition low visibility simple, fast payments SB preferred)	Helps you focus on the opportunities best suited for new small businesses.	Let’s you focus on opportunities that provide a real chance to win.	Maximizes your pipeline by focusing on high-value, targeted opps to convert.
Saves you time.			
Direction is driven by data.			
Validates need for any other product.			
Allows you to focus on what’s important.			

[illegible]

“I don’t know” | “I need help” | “How can I” | “I never knew” | “How would you” | “That’s the first time” | “I always thought” | “I really appreciate” | “When can we” | “What would be” | “Once we get”

Customer Journey in the Federal Contracting Market

Your **Value Proposition** *must sync* with the **Customer Journey**. Otherwise, you will either attempt to “close the sale” too early, or you’ll be too late and miss your window.



(Value Proposition)

*Don’t try and push someone who is truly considering into an immediate close. It will backfire. How do you know? If they give you specific reasons for delay (partner not available, another call to jump to, etc.), specifically tell you they are interested AND ask you to SCHEDULE a follow-up then and there. If these things don’t happen, then they are likely not convinced yet. Feel free to takeaway, circle back to VP, etc.