

THE GOALS, TIME AND MONEY PITCH

Thanks for calling the Federal Contracting Center, this is _____ - are you calling in reference to an email you received about federal contracting?

Great – I'd like to start by pulling up your federal profile – may I have either your 5-digit CAGE Code or your 9-digit DUNS Number?

And may I have your first name? Thank you. Again, my name is _____.

Let me explain why we sent that email.

*Most of the business owners we reach out to that renew their SAM registration every year, when we ask them they don't necessarily have a clear plan for "what's next" other than the SAM registration and searching SAM.gov for opportunities to bid on. **Does that describe your process, or are you incorporating other strategies to find and win federal contracts?***

More specifically, we find a lot of business owners treat their federal contracting strategy different than their commercial strategy. In other words, when I ask a business owner about the goals for the business overall, they have clearly defined expectations about revenue, profit, timelines, etc. But when I ask about the federal contracting portion of the business, the answers I get about goals are more generic, like "I want to win a contract".

*So, one of the things we do to try and help businesses make progress in the federal market is to start by treating it with the same standards as your commercial business. We want to help you set specific money and time goals. **So, what would you say your federal revenue goal is for the next year?** _____*

Approximately how much time will you allow to achieve that goal?

Great – now you have a clear money and time goal. Next, what's you plan to achieve this revenue goal in this amount of time?

OK – let me show you how we can help you reach your goals.