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# SET-UP

## MISTAKES

SMALL BUSINESSES MAKE WHEN  
REGISTERING FOR FEDERAL CONTRACTS

### BACKGROUND:

In May 2023, we analyzed **22,216** active small business federal contractor profiles in SAM.gov and the SBA's Dynamic Small Business Search ("DSBS") databases that include one of two primary NAICS codes:

**541611 - Administrative Management and General Management Consulting Services**  
**611430 - Professional and Management Development Training**

We've summarized our findings below:

1

**53% HAVE NO WEBSITE LISTED.**

Listing a website in your federal profile can help you establish your online presence, showcase your capabilities, and increase your visibility (and trust) to potential government customers.

#### HELPFUL TIP:

You can create a one-page website that is cost effective and gets the job done.



2

**24% HAVE ONLY 1 NAICS CODE.**

If your federal contractor profile contains only one NAICS code, you limit your exposure to only opportunities aligned with that single code and may miss other opportunities that are a good fit for your business.

#### HELPFUL TIP:

Conduct market research to determine which NAICS codes utilize most often for what you sell.



3

**67% HAVE NO PSC CODES.**

Including product service codes in your SAM.gov profile can help your small business increase your chances of being found and considered by potential government customers.

#### HELPFUL TIP:

Visit [psctools.us](https://psctools.us) for a user-friendly online tool to help you identify your best PSC codes.



4

**48% DON'T ACCEPT CREDIT CARDS.**

The federal government averages approximately 100 million purchases (for approximately \$30B annually) via credit card transactions. Also, the limit for these types of purchases was recently increased from \$3,500 to \$10,000.

#### HELPFUL TIP:

There are a number of low-cost and convenient tools available to easily set-up and accept credit cards.



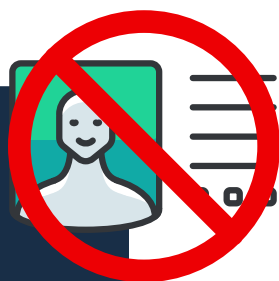
5

**25% HAVE NO FEDERAL MARKETING PROFILE.**

As a federal contractor, it's helpful for you to think of your SAM.gov profile as your accounting record ("how you get paid"). You also need an SBA profile for marketing ("how you get found").

#### HELPFUL TIP:

The SBA Dynamic Small Business Search is a completely different database than SAM.gov.



6

**32% HAVE NON-PROFESSIONAL EMAIL DOMAINS.**

If your email address ends in "@yahoo.com", "@gmail.com", or any of a number of other non-professional domains, your email communication will likely not make it through federal agency firewalls.

#### HELPFUL TIP:

You can easily set-up a professional email domain even if you don't have a website.



7

**61% HAVE NO KEYWORDS.**

Keywords are a primary tool federal buyers use to search for small businesses in the SBA marketing database. If your profile does not contain keywords, you are eliminated from consideration.

#### HELPFUL TIP:

Research the keywords of the companies winning contracts in your industry.



8

**71% HAVE NO CAPABILITIES NARRATIVE.**

Your Capabilities Narrative is the first thing a federal buyer reviews when evaluating your federal contracting marketing profile. They need to see a compelling and relevant narrative in order to consider working with your firm.

#### HELPFUL TIP:

When writing your narrative, focus on "fact-based differentiators" in order to instill confidence in the reader.

