Winning Government Business resides in a Data Driven World

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Sales & Business Development
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Business Development Race to Winning New Government Contracts

The Reason to Respond Sources Sought/RFI

1. It's Easy
2. It's the primary opportunity to advertise your capabilities to the buying organization
3. It's your opportunity to help shape the requirement
4. It's your opportunity to provide substantiated influence on the overall procurement Strategy
5. It's your opportunity to introduce your self to the Contracting Officer/Specialist and begin relationship building, become added to their mailing list, gain intelligence on the opportunity, etc..
6. It increases your situational awareness prior to an RFP as to an upcoming requirement – provides time to begin team building
7. It substantiates a valid business opportunity in your sales pipeline
8. It's Easy – typically takes less than 30 minutes if organized (Cover Letter, Transaction Page, Capability Statement, Past Performance, DFAR/FAR Report

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Set asides & SAM

RFP's FBO & Set asides

- Total 6,270
- Total SB 2,464
- 8(a) Comp 27
- HUBzone 49
- SDVOSB 386
- WOSB 21

SAM

• Total	571,176	1.1%
• SB	170,654	1.4%
• 8(a)'s	5,046	0.5%
• HUBzone	1,840	2.6%
• SDVOSB	8,863	4.4%
• WOSB	35,537	0.1%

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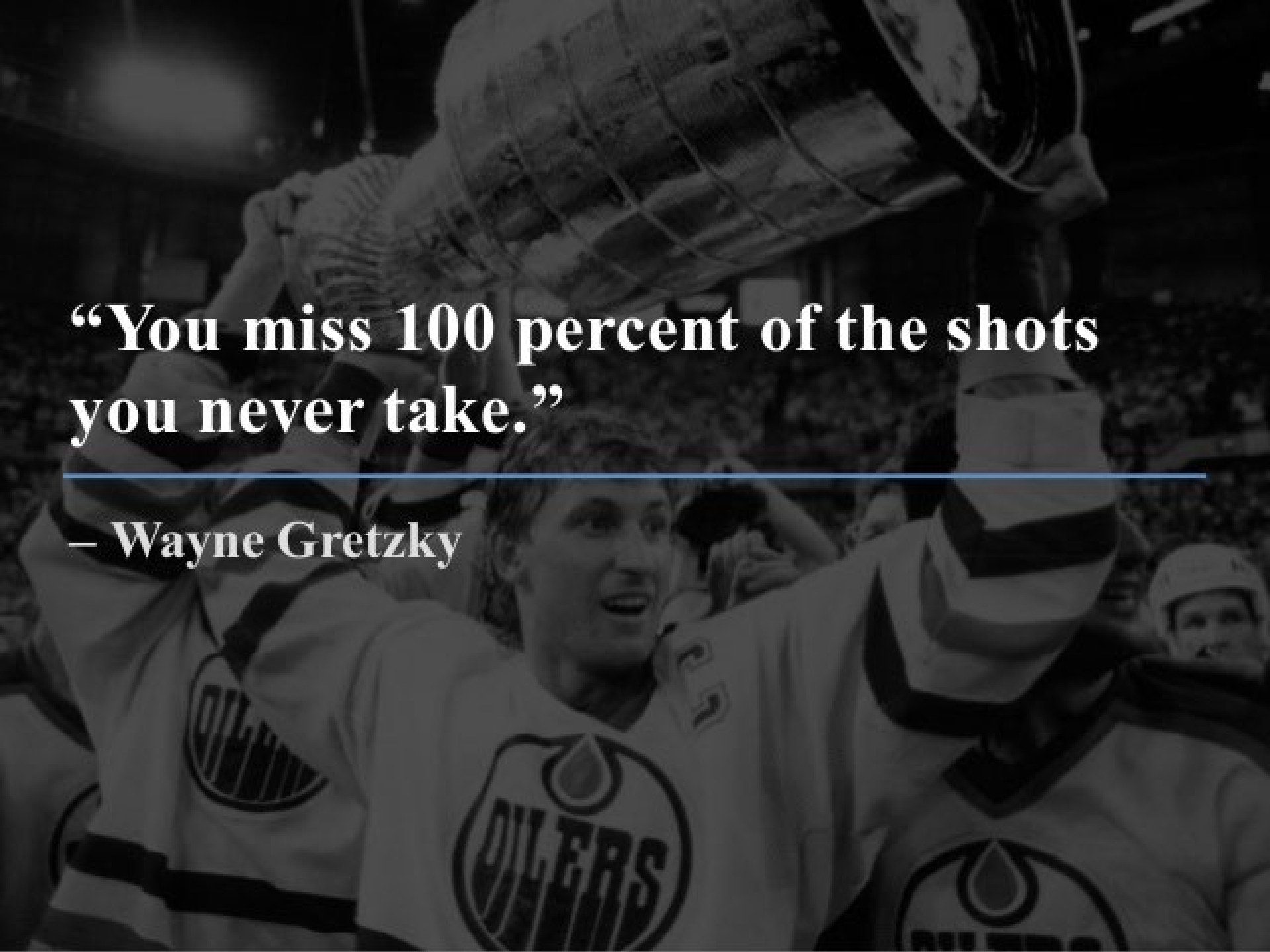
2018 8(a) Contracts

- 2018 Definitive Contracts 144,846
- 8(a) Competitive 2,363 1.6%
- 8(a) Sole Source 15,380 10.6%


“You miss 100 percent of the shots you never take.”
– Wayne Gretzky

Constructing a Compliant Proposal

1. Download (All Documents) – Review Amendments as Released – Single Location
2. Find the Instructions – Typically a part of the SF 1449 (Sometimes SF30) – Read It
3. Find the Evaluation Criteria – Read It
4. Create an outline based on the Instructions and integrate the Evaluation Criteria. (FAR 52.212-1)
5. Prepare the outline in a first draft template complete with Cover Page, Table of Contents, Page Numbering, Headers, Footers, Appendices.
6. Write, Price, Review and Repeat minimum 7 times.
7. Complete all forms (SF 1449, SF 30, Amendments, etc., PP Questionnaire (as required))
8. Package together and deliver it to Yourself – Verify the delivery.
9. Deliver to Procuring Organization, CC yourself, follow-up on delivery receipt.
10. Continue follow-up with CO during award phase.

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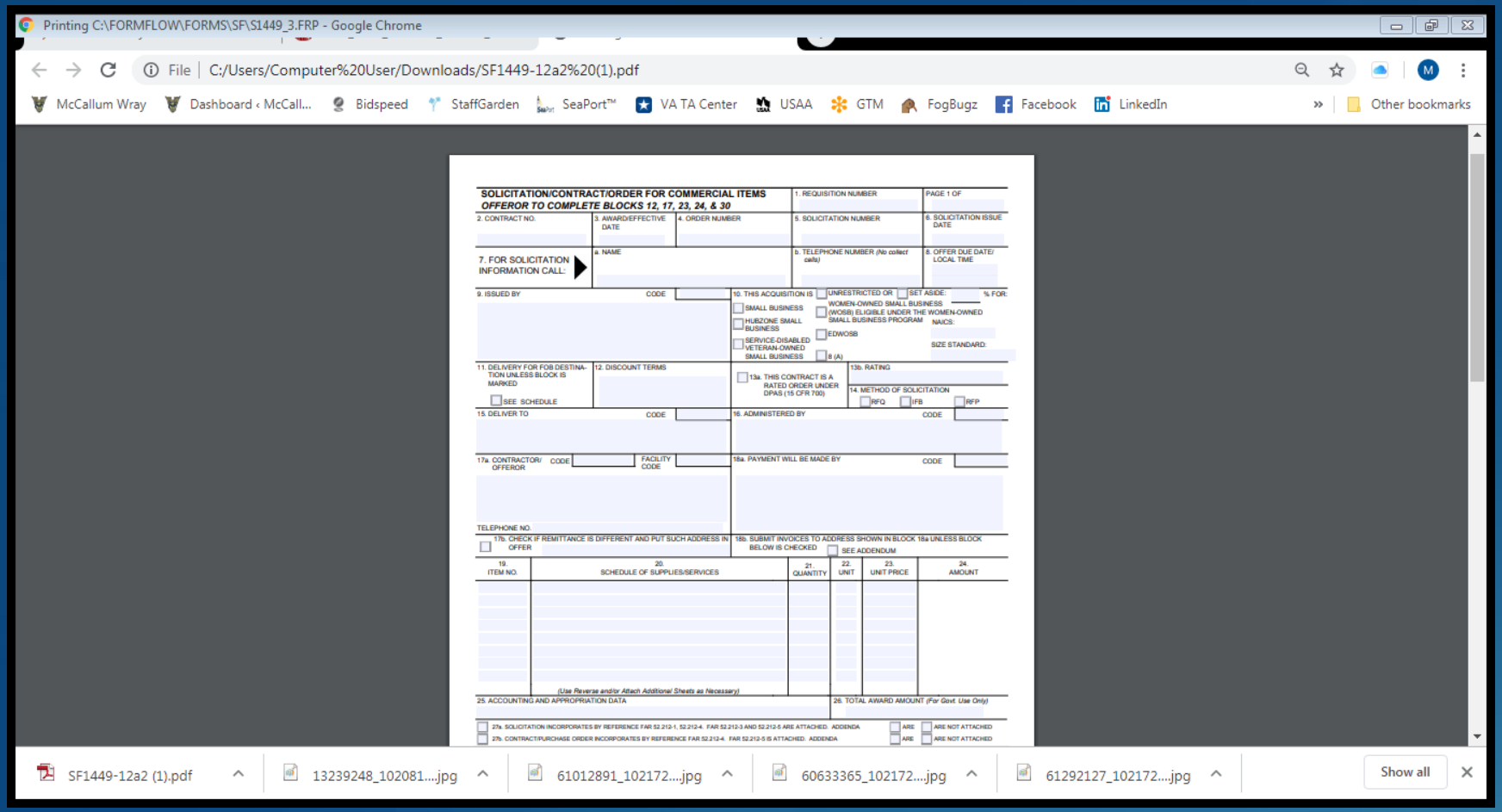
SF1449



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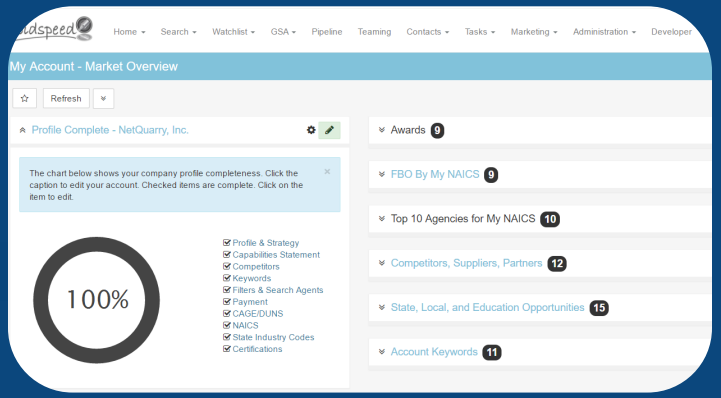
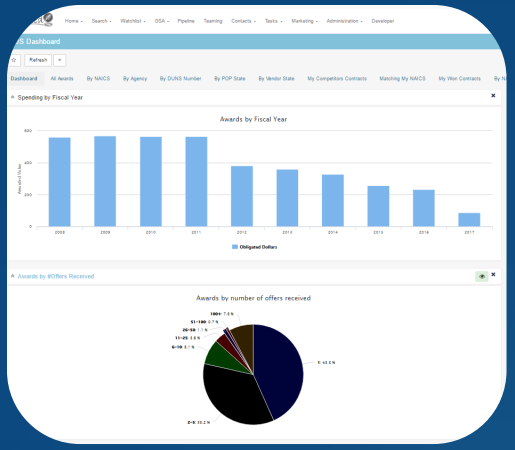
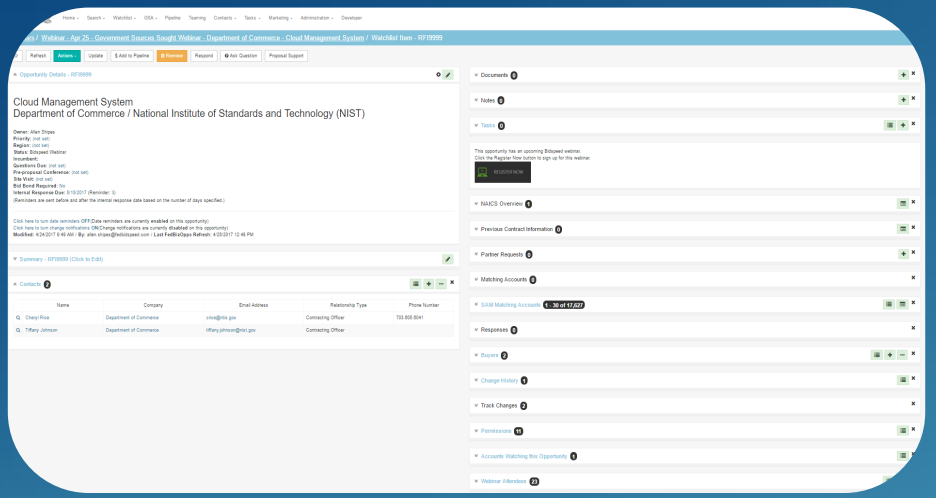

Home
Search
Watchlist
GSA
Pipeline
Teaming
Contacts
Tasks
Marketing
Administration
Developer
My Account - Market Overview
Refresh
Profile Complete - NetQuarry, Inc.
The chart below shows your company profile completeness. Click the caption to edit your account. Checked items are complete. Click on the item to edit.
100%
Profile & Strategy
Capabilities Statement
Competitors
Keywords
Filters & Search Agents
Payment
CAGE/DUNS
NAICS
State Industry Codes
Certifications
Awards 9
FBO By My NAICS 9
Top 10 Agencies for My NAICS 10
Competitors, Suppliers, Partners 12
State, Local, and Education Opportunities 15
Account Keywords 11


Dashboard
Refresh
Spending by Fiscal Year
Awards by Fiscal Year
Obligated Dollars
Awards by #Offers Received
Awards by number of offers received


Pipeline
Refresh
Actions
Filters
Pipeline Funnel
Pipeline Pie Chart
Pipeline by Stage


Webinar - Apr 25 - Government Sources Sought Webinar - Department of Commerce - Cloud Management System / Watchlist Item - RFI9999
Refresh
Actions
Update
Add to Pipeline
Remove
Respond
Ask Question
Proposal Support
Opportunity Details - RFI9999
Cloud Management System
Department of Commerce / National Institute of Standards and Technology (NIST)
Summary - RFI9999 (Click to Edit)
Contacts
Documents
Notes
Tasks
NAICS Overview
Previous Contract Information
Partner Requests
Matching Accounts
SAM Matching Accounts
Responses
Buyers
Change History
Track Changes
Permissions
Accounts Watching this Opportunity
Webinar Attendees

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