

Selling to the Federal Government Market

KAREN WILLIAMS, SCORE CERTIFIED MENTOR

About SCORE

As a resource partner of the SBA, we help small businesses by:



Providing free
business advice
and mentoring



Offering low or
no-cost business
training



Sharing free business
templates and
resources

Request a SCORE mentor at www.score.org/find-mentor

Today's Presenter



- **Karen Williams** retired from Northrop Grumman Corporation as the vice president of corporate contracts, pricing & supply chain. As a certified SCORE mentor, she helps small businesses in the DC metro area (and nationwide) understand the Federal procurement and certification processes.

What We Previously Discussed . . .

- The reasons to consider selling to the Federal Government
- How to determine if the Federal market is a market for your business
 - SBA Readiness Assessment Checklist
- The different types of Federal Government small business certifications
- One additional item: Deltek's Guide to Creating Winning Proposals
[Guide to Creating Winning Government Contract Proposals \(deltek.com\)](https://deltek.com/guide-to-creating-winning-government-contract-proposals)

Deltek

WHITE PAPER

Guide to Creating Winning Government Contract Proposals

Learn how the power of strategic planning combined with AI can help you boost speed and persuasiveness while writing, iterating and negotiating government contract proposals.

Today's Session Objectives

- Steps to Sell to the Government
 - Learn how the Federal market works
 - Market Research – how to do it; why is it important
 - Subcontracting Strategies, including OMB/OFPP's November 2024 recommendation to industry
- Next Steps – find out how to move forward

Ask questions as we go along using the Q&A icon!

Steps to Sell to the Government

- The business must be established in the commercial marketplace with EIN and UEI numbers (DUNS was required until April 2022)
- Identify your product or service and how your product/service is unique; document your “value proposition” and your Past Performance in a Capability Statement
- Identify your NAICS code(s)
- Look for ways to differentiate your company from the competition
 - Review examples provided by AMEX
 - [score.org/resource/eguide/become-accomplished-government-contractor](https://www.score.org/resource/eguide/become-accomplished-government-contractor)

Steps to Sell to the Government (cont.)

HOW TO DIFFERENTIATE YOUR COMPANY FROM THE COMPETITION

Government agencies seek vendors who can clearly define why they are a better choice than the competition. The ability to clearly articulate your value proposition and hone it when necessary is an important element to success in government contracting, as it is for all your sales and marketing efforts.

Here are four strategies that companies have successfully implemented in order to stand out from the rest.

1. Turn a unique methodology into a competitive advantage
2. Rebrand to promote a specialty
3. Look beyond existing core competencies
4. Seek ways to solve customers' emerging challenges

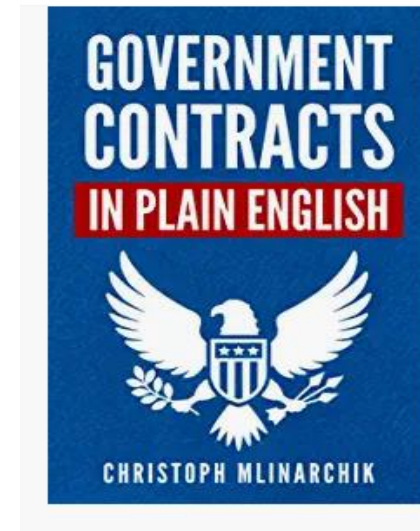
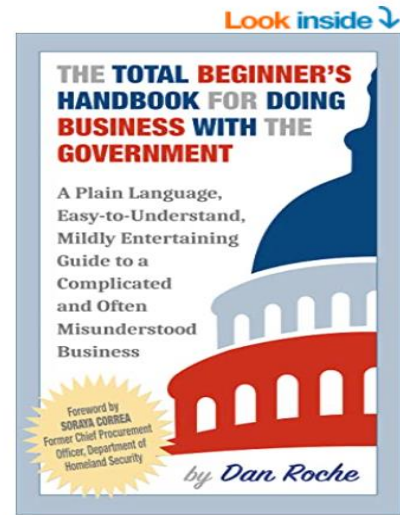
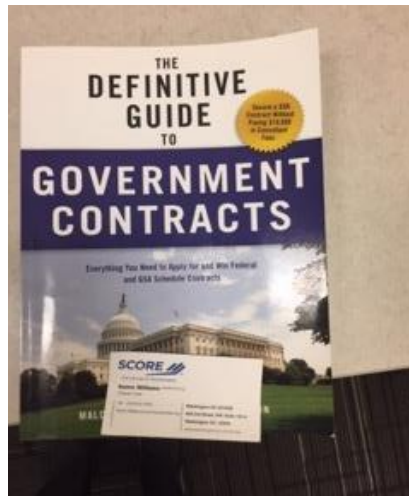
American Express – “Becoming an Accomplished Government Contractor”

Steps to Sell to the Government (cont.)

- Register your company in the System for Award Management database (www.SAM.gov)
- Determine eligibility for small business set-aside programs
- Conduct Market Research
 - What is the Government planning to purchase?
 - Look at what the Government has purchased previously
 - From which company did they previously purchase?
 - At what price?
- Prepare a Federal Marketing Plan (more on this later)

Understand How the Federal Market Works

- Become a “sponge” – learn how the Federal procurement process works
 - Attend Workshops focused on the Federal market
 - Read books on the Federal process



Understand How the Federal Market Works (cont.)

- The “Normal” Procurement Process:



Understand How the Federal Market Works (cont.)

- Join a professional association to make contacts and NETWORK!
 - National Contract Management Association
 - American Small Business Coalition
 - Associated General Contractors of America
 - Women in Technology
 - National Association of Government Contractors
 - AFCEA International – AFCEA has a Small Business Committee
 - Professional Services Council

Understand How the Federal Market Works (cont.)



- Time spent on Market Research will help you learn how the Government buys products and services. You can use a paid subscription service to help you identify opportunities, or do the research yourself; larger companies do both

Market Research – Paid Services

- GovWin
 - Subscription Service: <https://iq.govwin.com/neo/home>
 - Pricing starts at ~\$6,000/year for a single user, but you must request a quote
- GovTribe
 - Monthly and Yearly Service: <https://govtribe.com/>
 - Standard: ~\$3,000/year for 2-10 users
 - Basic, single-user Search service also available at \$500/year (limited search and download capabilities)
 - 14-day free trial is offered for new users

Market Research – Paid Services (cont.)

- HigherGov
 - Subscription Service:
<https://www.highergov.com/>
 - Pricing starts at ~\$500/year for a single user; \$2,500/year for 10 users
 - There's a free trial option

The screenshot shows the HigherGov website homepage. At the top left is the logo "HIGHERGOV". To its right are navigation links: "Solutions For", "Features", "Explore", and "Pricing". Further right are "Sign In" and a purple "Free Trial >>" button. The main content area has a blue background with the headline "The Tools and Insights to Win." and subtext: "Find and execute **government contract** opportunities, find new partners, and accelerate your organic and inorganic growth." Below this is a section titled "Find More Government Opportunities." with the text "Go way beyond SAM and discover actionable contract opportunities before your competitors". At the bottom, there are four tabs: "Opportunities", "Forecasts", "Task Orders", and "Recompe".

Market Research – Paid Subscriptions (cont.)

- APEX Accelerators are offering “Bid Match”:
 - For Maryland Clients: <https://www.marylandapex.org/bidmatchservice>

Maryland APEX Accelerator's Electronic Bid Matching service will save your company valuable time and money by locating federal, state, local, and foreign bid opportunities and delivering them to you – daily by e-mail.

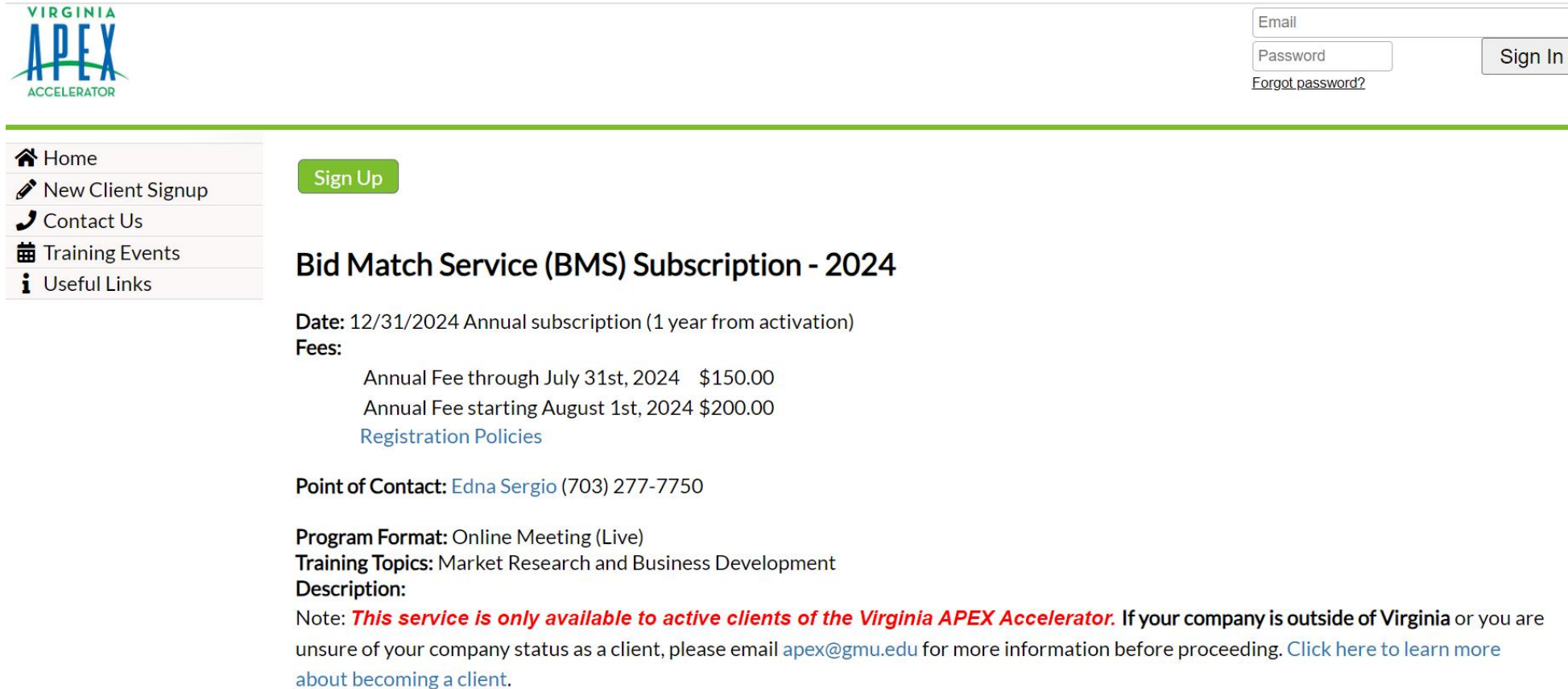
Get access to hundreds of opportunities that are matched against your client profile for just **\$150** a year.

Some sources are as follows:

- Sam.gov
- DLA small purchases
- Other federal small purchases
- Blue Tops
- State, county, local government
- USA Bid
- International bids

Market Research – Paid Subscriptions (cont.)

- APEX Accelerators are offering “Bid Match”:
 - For Virginia Clients: <https://virginiaapex.org/services/bid-match-service/>



The screenshot shows the Virginia APEX Accelerator website. At the top left is the logo for Virginia APEX Accelerator. On the top right, there are input fields for Email and Password, a Sign In button, and a link for Forgot password?. Below the logo is a navigation menu with links for Home, New Client Signup, Contact Us, Training Events, and Useful Links. A green Sign Up button is prominently displayed. The main content area is titled "Bid Match Service (BMS) Subscription - 2024". Below the title, it specifies the date as 12/31/2024 for an annual subscription (1 year from activation). It lists fees: Annual Fee through July 31st, 2024 at \$150.00, and Annual Fee starting August 1st, 2024 at \$200.00. A link for Registration Policies is provided. The Point of Contact is Edna Sergio (703) 277-7750. The Program Format is Online Meeting (Live), and the Training Topics are Market Research and Business Development. A Description section includes a note: **This service is only available to active clients of the Virginia APEX Accelerator.** If your company is outside of Virginia or you are unsure of your company status as a client, please email apex@gmu.edu for more information before proceeding. [Click here to learn more about becoming a client.](#)

Market Research – Paid Subscriptions (cont.)

- DC’s APEX Accelerator: <https://dslbd.dc.gov/service/dc-apex-accelerator>

The screenshot shows the DC.gov website. At the top right, there are links for [311 Online](#), [Agency Directory](#), [Online Services](#), and [Accessibility](#). The DC.gov logo is on the left, with the text "Mayor Muriel Bowser" below it. A search bar in the center contains the text "What are you looking for today?". Below the search bar is the heading "Department of Small and Local Business Development". A navigation menu includes links for [Home](#), [Business Opportunities](#), [Green Book](#), [Sports Betting](#), [Find District Contracts](#), [Get Certified](#), [Our Divisions](#), [Services](#), and [About](#). Under "Our Divisions", there is a "Listen" button and a "Join DSLBD's Mailing List" button. The "DC APEX Accelerator" section is expanded, showing links for [Become a Client](#), [Opportunities and External Resources](#), and [Commercial Revitalization](#) with sub-links for [Clean Teams](#), [Solicitations & Opportunities](#). The APEX logo is prominently displayed at the bottom of the page, featuring the text "DISTRICT OF COLUMBIA APEX" and a map of the District of Columbia.

GovWin – Free Resources

- info.deltek.com/Selling-to-the-Government-as-a-Small-Business-GovWin-Deltek

GovWin
from Deltek

GUIDE

Selling to the Government as a Small Business

How to Win Government Contracts and Build Your Small
Business Public Sector Sales Strategy

Market Research – Where to Start

- Where to start if you aren't using a paid service
- The Book of Lists – published by large cities' Business Journals
- An amazing resource that segments the market for you!
 - Free if you subscribe to the local Business Journal or available in public libraries; \$100 to purchase or free if you subscribe to the Business Journal (52-week price \$80 - \$135)
- Federal Resources:
 - Agency Forecasts (Acquisition.gov) and [SAM.gov](https://sam.gov) for new opportunities
 - USAspending.gov and FPDS.gov for history

Acquisition Forecasts – www.acquisition.gov



[Covid 19](#) [Section 889](#) [Regulations](#) [Archives](#) [Policy Network](#)



[Home](#) > [Far Resources](#) > [Agency Recurring Procurement Forecasts](#)

Agency Recurring Procurement Forecasts

Filter By:

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[Vendor Communication Plan](#)

[Agency Industry Liaison Directory](#)

[Agency Home](#)

[Agency Procurement Forecast](#)

[Agency for International Development](#)

[Agency Procurement Forecast](#)

Acquisition Forecasts – www.acquisition.gov (cont.)

Agency Home	Agency Procurement Forecast
Agency for International Development	Agency Procurement Forecast
Department of Agriculture	Agency Procurement Forecast
Department of Commerce	Agency Procurement Forecast
Department of Defense	Agency Procurement Forecast
Department of Education	Agency Procurement Forecast
Department of Energy	Agency Procurement Forecast

Market Research

- Start searching a specific Agency's procurement forecast
- Continue searching SAM.gov for Contract Opportunities:
 - Key words, solicitation ID, and/or Agency name
- Search FPDS.gov and USAspending.gov for award history:
 - Contractor, Agency
 - NAICS, Location
 - Fiscal Year, Socio-Economic Indicators
 - Description, etc.

Market Research – Steps 1, 2, and 3

- Here's an example from FY23; let's follow the steps together
- Scenario – you're an administrative staffing company looking for opportunities at the Department of Energy
- Steps:
 - 1) Review DOE's Procurement Forecast to identify potential opportunities
 - 2) Identify applicable NAICS codes (e.g., 561110) or use key words – we'll use "Office Administrative Services" in our example
 - 3) Pinpoint specific opportunities

Market Research – DOE's Website



Office of SMALL AND DISADVANTAGED BUSINESS UTILIZATION

ABOUT US EVENTS SMALL BUSINESS TOOLBOX PROGRAMS NEWSROOM

Office of Small and Disadvantaged Business Utilization

Acquisition Forecast

JANUARY 2, 2023



Office of Small and Disadvantaged Business Utilization » Acquisition Forecast

 [OSDBU Acquisition Forecast_1-2023.xlsx](#)

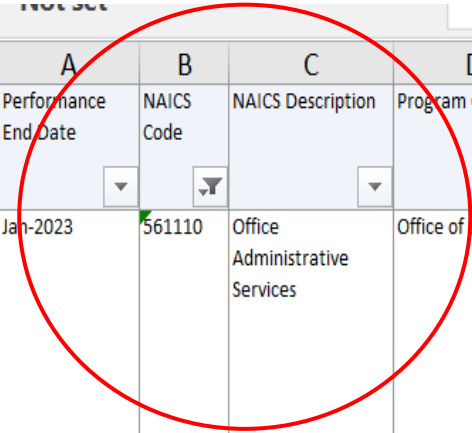
Market Research – DOE’s FY23 Forecast

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Performance End Date	NAICS Code	NAICS Description	Program Office	Current Incumbent	Current Contract Number	Acquisition Description	Estimated Dollar Value	Contracting Officers Business Size Selection	Type of Set Aside	Contract Type	Principal Place of Performance State	Small Business Program Manager	
Jan-2023	335311	Power, Distribution and Specialty Transformer Manufacturing	Western Area Power Administration	B & H INTERNATIONAL LLC	89503022PWA000367	RMR VOLTAGE AND CURRENT TRANSFORMERS	\$32,115	Small Business	Small Business Set Aside - Total	Purchase Order	COLORADO	mccollum@wapa.gov	
Jan-2023	336212	Truck Trailer Manufacturing	Western Area Power Administration	BRAVO TRAILERS, LLC	89503122PWA000562	FY22 GILA ELECTRICIANS BRAVO TEST TRAILER ST716TA3 (Brand name or Equal) WESTERN AREA POWER ADMINISTRATION DESERT SOUTHWEST REGION	\$29,925	Small Business	Small Business Set Aside - Total	Purchase Order	INDIANA	mccollum@wapa.gov	
Jan-2023	443120	Computer and Software Stores	Western Area Power Administration	BAHFED CORP	GS-35F-0431Y / 89503122FWA400442	PMOC FIBER UPGRADE PROJECT MATERIALS WESTERN AREA POWER ADMINISTRATION ROCKY MOUNTAIN REGION	\$253,042	Small Business	No set aside used	Delivery / Task Order	OREGON	mccollum@wapa.gov	
Jan-2023	541519	Other Computer Related Services	Office of Science	APPSENTIAL, LLC	GS-35F-0175U / 89243122FSC400417	Portfolio Analysis and Management System (PAMS)	\$3,086,606	Small Business	No set aside used	Delivery / Task Order	MARYLAND	chadsey.kittock@science.doe.gov	
Jan-2023	541519	Other Computer Related Services	Assistant Secretary for Fossil Energy	LYME COMPUTER SYSTEMS, INC.	NNG15SC80B / 89243322FFE400409	Purchase of the following CISCO Products: 1. CISCO C9300 Network Switches, CISCO Catalyst 9300 Network	\$1,347,764	Small Business	Small Business Set-Aside – Total	Delivery / Task Order	WEST VIRGINIA	miranda.johnson@hq.doe.gov; jennifer.scharrer@netl.doe.gov	

Download to Excel and sort based on NAICS Code, Place of Performance, etc.

Market Research – DOE’s FY23 Forecast (cont.)

A	B	C	D	E	F	G	H	I	J	K	L	M
Performance End Date	NAICS Code	NAICS Description	Program Office	Current Incumbent	Current Contract Number	Acquisition Description	Estimated Dollar Value	Contracting Officers Business Size Selection	Type of Set Aside	Contract Type	Principal Place of Performance State	Small Business Program Manager
Jan-2023	561110	Office Administrative Services	Office of Science	LOCKWOOD HILLS FEDERAL, LLC	89243018CSC000003	The United States Department of Energy (DOE) has a requirement for the acquisition of professional services for the Berkeley Site Office (BSO) of the Department of Energy's (DOE) Office of Science (SC), on behalf of DOE contractor-operated facilities at Lawrence Berkeley National Laboratory (LBNL) in Berkeley, California.	\$1,001,792	Small Business	8(a) Sole Source	Contract	CALIFORNIA	chadsey.kittock@science.doe.gov
Mar-2023	561110	Office Administrative Services	Office of Economic Impact and Diversity	CARAHSOFT TECHNOLOGY CORP.	47QSWA18D008F / 89303022FED400002	The purpose of this requisition is to purchase Zoom Software Licenses	\$55,313	Other Than Small Business	No set aside used	Delivery / Task Order	VIRGINIA	chester.scott@hq.doe.gov
May-2023	561110	Office Administrative Services	Assistant Secretary for Environmental Management	BLUEPATH LABS LLC	89303318DEM000009	Administrative and business services EM HQ and serviced sites.	\$4,400,000	Small Business	Service Disabled Veteran Owned Small Business Set-Aside	Contract	Unavailable	annemarie.bird@emcbc.doe.gov
Jul-2023	561110	Office Administrative	Southeastern Power	CARAHSOFT TECHNOLOGY CORP.	47QSWA18D008F / 89503522FSP400073	Splunk Enterprise - Term License with Premium Success	\$42,657	Other Than Small Business	No set aside used	Delivery / Task Order	GEORGIA	annc@sepa.doe.gov



This sort is based on NAICS Code – 561110 (Office Administrative Services).

Market Research – DOE’s FY23 Forecast (cont.)

A	B	C	D	E	F	G	H	I	J	K	L	M
Jul-2023	561110	Office Administrative Services	Office of Science	NEXTSTEP TECHNOLOGY, INC	89243118CSC000020	Administrative Support Services	\$732,929	Small Business	No set aside used.	Contract	CALIFORNIA	chadsey.kittock@science.doe.gov
Aug-2023	561110	Office Administrative Services	Office of Science	CHICKASAW MANAGEMENT SERVICES, LLC	89243120CSC000079	Administrative and Business Support Services	\$23,330,455	Small Business	No set aside used.	Contract	DISTRICT OF COLUMBIA	chadsey.kittock@science.doe.gov
Sep-2023	561110	Office Administrative Services	National Nuclear Security Administration	PERIKIN ENTERPRISES, LLC	89233118CNA000039	Administrative Assistant for Office of Civil Rights (NA-1.2)	\$459,215	Small Business	No set aside used.	Contract	NEW MEXICO	gary.lyttek@nnsa.doe.gov; chelsea.murphy@nnsa.doe.gov
Oct-2023	561110	Office Administrative Services	Office of Management	DIDLAKE, INC.	89303018CMA000015	TAS::89 4563::TAS Attach FY 2019 Didlake SOW.	\$7,171,209	Other Than Small Business	No set aside used.	Contract	VIRGINIA	marilyn.dillon@hq.doe.gov
Oct-2023	561110	Office Administrative Services	National Nuclear Security Administration	LTD GLOBAL, LLC	89233118CNA000052	IGF::OT::IGF ADMINISTRATIVE SERVICES CONTRACT WITH LTD GLOBAL, INC. FOR LIVERMORE FIELD OFFICE - NA-00-LL	\$3,860,842	Small Business	8(a) Sole Source	Contract	CALIFORNIA	gary.lyttek@nnsa.doe.gov; chelsea.murphy@nnsa.doe.gov
Mar-2024	561110	Office Administrative Services	Office of Management	ALEXTON INCORPORATED	89303022CMA000078	Administrative and Conference Support Services	\$4,499,321	Small Business	No set aside used.	Contract	DISTRICT OF COLUMBIA	marilyn.dillon@hq.doe.gov
Jun-2024	561110	Office Administrative Services	Assistant Secretary for Environmental Management	MANAGEMENT SOLUTIONS, L.L.C.	89303520CEM000010	Business and Administrative Support Services	\$4,009,256	Small Business	8(a) Sole Source	Contract	TENNESSEE	annemarie.bird@emcbc.doe.gov
Sep-2024	561110	Office Administrative	Assistant Secretary for Environmental	BLUEPATH LABS LLC	89303321DEM000062	EM HQ ADMINISTRATIVE SUPPORT SERVICES ID/IQ	\$4,000,000	Small Business	8(a) Sole Source	Contract	Unavailable	annemarie.bird@emcbc.doe.gov

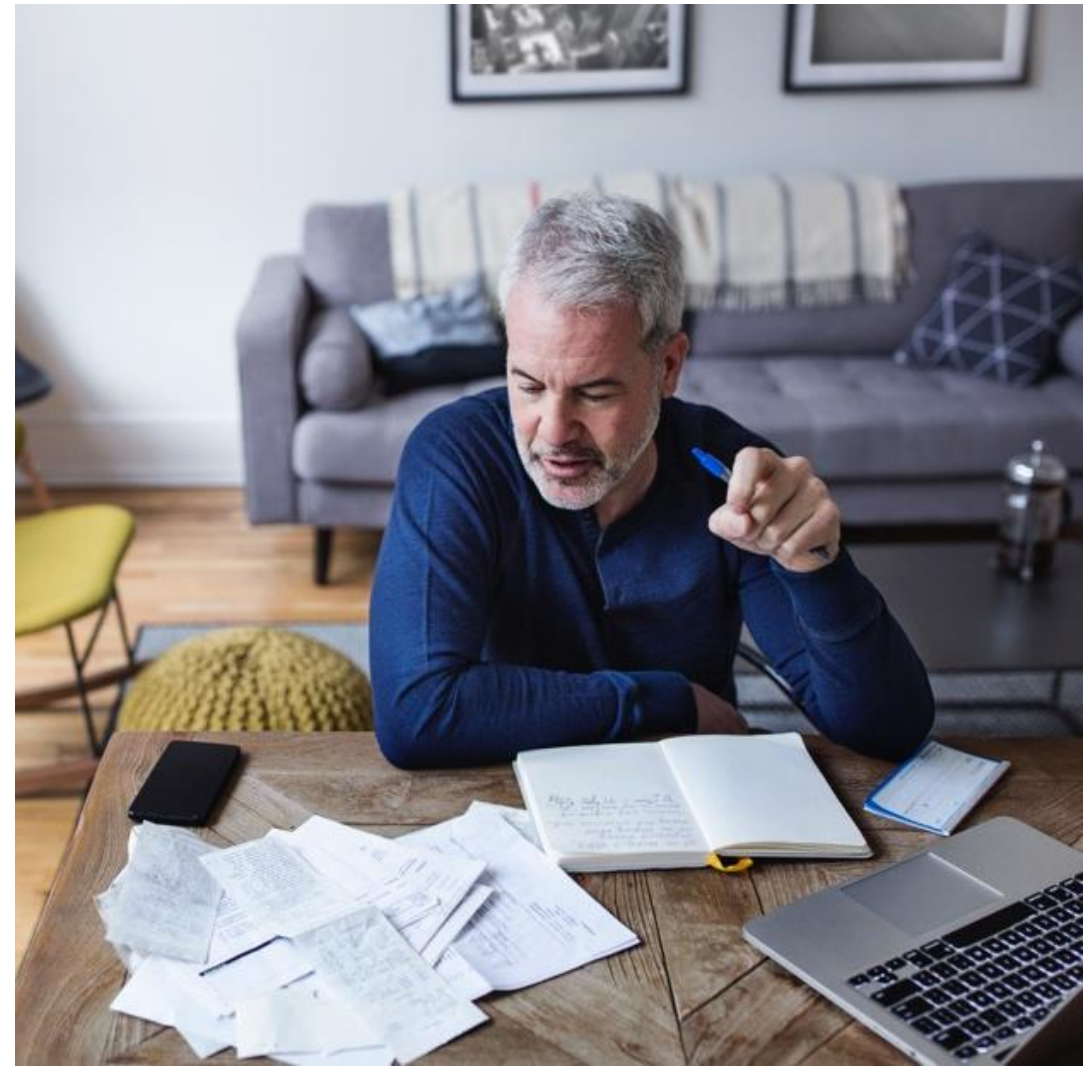
This sort then looks at “Business Size Selection.”

Market Research – Step 4

- 4) Cross reference the current prime (Chickasaw Management Services) with SAM.gov and the SBA's Dynamic Small Business Search (http://dsbs.sba.gov/dsbs/search/dsp_search-help.cfm?goto=Certs)

Why look at SAM.gov and DSBS?

- Certifications, POCs
- NAICS Codes, Capabilities



Market Research – SAM.gov



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- Entity Registration
- Core Data
- Business Information
- Entity Types
- Financial Information
- Points of Contact
- Assertions
- Reps and Certs

CHICKASAW MANAGEMENT SERVICES, LLC

Unique Entity ID J9V5BJFEGHZ9	<i>Registration Status</i> Active Registration	<i>Expiration Date</i> Feb 18, 2023
CAGE/NCAGE 76QX9	<i>Purpose of Registration</i> All Awards	
Physical Address 2600 John Saxon BLVD STE 2215 Norman, Oklahoma 73071-1166, United States	Mailing Address 2600 John Saxon BLVD Norman, Oklahoma 73071-1166, United States	

Market Research – SBA’s Dynamic Small Business Search

Skip Navigation > Accessibility Options >


SBA Search Results
Mobile View
Print
Exit
Help
DSBS
Quick Market Search
TM OnLine
Ready

SBA Search Results

Table Listing, where

the firm or trade name begins with "CHICKASAW MANAGEMENT SERVICES, LLC";
 the profile's status is Active;
 and randomized by original start time of search: 2023-01-22 01:21:52 PM.

Data validation took 0.01 seconds. The count and search queries took 12.22 seconds and 13.92 seconds, respectively.

Displaying profiles 1 - 1 (of 1 profiles matching criteria):

If a firm claiming certification does not appear as certified in DSBS, please contact answerdesk@sba.gov for assistance.

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capabilities Narrative
1	CHICKASAW MANAGEMENT SERVICES, LLC	AMY KIRBY	2600 JOHN SAXON BLVD STE 2215 NORMAN, OK 73071-1166	Chickasaw Management Services, LLC (CMS) is a Native American tribally owned, SBA certified 8(a) Small Disadvantaged Business (SDB). CMS offers our customers first-class, Business Support Services on the level of a large company. By choosing CMS, our federal customers have the luxury of sole sourcing work to a company that shares over 20 years of past performance and experience of its sister companies. CMS is HUBZone certified and has one of the largest HUBZone areas offered in the lower 48 states which consists of 7,648 square miles, consisting of 13 counties, with a population of close to 360,000.

Market Research – DSBS (cont.)

Skip Navigation > Accessibility Options >

 SBA Profile [Mobile View](#) [Exit](#) [Back To Profile List](#) Ready

SBA Profile

[Privacy Statement](#)

([Back to Profile List](#), or use Back button)

Identification, Location & Contacts

This profile was last updated:	07/23/2022
Status:	Active
User ID:	P1882006
Name of Firm:	CHICKASAW MANAGEMENT SERVICES, LLC
Trade Name ("Doing Business As ..."):	
UEI:	J9V5BJFEGHZ9
Address, line 1:	2600 JOHN SAXON BLVD STE 2215
Address, line 2:	
City:	NORMAN
State:	OK
Zip:	73071-1166
Phone Number:	405-253-8266

Market Research – DSBS (cont.)

SBA Federal Certifications

8(a) Certification:

SBA 8(a) Case Number: C005SJ
SBA 8(a) Entrance Date: 04/17/2015
SBA 8(a) Exit Date: 04/17/2025

HUBZone Certification:

HUBZone Certified?: Yes No
HUBZone Certification Date: 11/09/2016

8(a) Joint Venture Certification:

8(a) JV Entrance Date:
8(a) JV Exit Date:

Women Owned - SBA Certified:

WOSB Certified?: Yes No

Market Research – DSBS (cont.)

25	541820	Public Relations Agencies		No
26	541850	Outdoor Advertising		No
27	541990	All Other Professional, Scientific, and Technical Services		No
28	561110	Office Administrative Services		No
29	561210	Facilities Support Services		Yes
30	561320	Temporary Help Services		Yes
31	561330	Professional Employer Organizations		Yes

DSBS tells you if a company is small for a given NAICS Code.


Market Research - Step 5

- 5) Cross reference the contract/prime contractor with SAM.gov (to see if the re-compete is posted) and FPDS.gov to find detailed information about the contract (including total funding, Federal POC, number of bidders in the last procurement, etc.)



Market Research – SAM.gov – Is the recompute posted?

Federal Organizations ^

Enter Code or Name ▼ 

089 - ENERGY, DEPARTMENT OF *Dept / Ind. Agency* x

Dates v

Notice Type v


Product or Service Information ^

NAICS Code

Example: 621511 ▼

561110 - Office Administrative Services x

Product and Service Code

 **No matches found**

Your search did not return any results for active records.

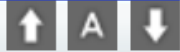
Would you like to include inactive records in your search results?

Market Research – FPDS.gov



Federal Procurement Data System

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Login - MFA

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- » [Login.gov FAQ](#)
- » [Contact Help Desk](#)
- » You must click [here](#) for very Important D&B Information

FAQs

ezSearch

ezSearch contains procurement data as well as additional NASA data (for example, financial assistance actions).

New FPDS Atom Feed Version 1.5.3

A new FPDS Atom Feed version of 1.5.3 is to be implemented with FPDS V1.5 Service Pack 15 (10/29/2022) and will impact the following feeds.

- Public (Civilian) Atom Feed
- DoD Authenticated Atom Feed

Latest News

- » [New FPDS Atom Feed Version 1.5.3](#)
- » [Decommission of 'Old' FAADC ATOM Feeds](#)
- » [Transition from Unique Entity \(DUNS\) to Unique Entity ID \(SAM\)](#)
- » [NIA Code - Ukraine Mission Support \(O22U\)](#)
- » [NIA Extension for COVID-19 \(P20C\)](#)

Market Research – FPDS.gov (cont.)

Contracts ICD Recovery

To submit comments, please [click here](#)

Search took 0.153 seconds

Result Page: 1 2 3 4 5 6 7 8 9 10 Next

PDF CSV ATOM 0.3

You must click [here](#) for very important D&B information.

Top 10: Department Full Name

- > HEALTH AND HUMAN SERVICES, DEPARTMENT OF (1305)
- > DEPT OF DEFENSE (676)
- > ENERGY, DEPARTMENT OF (647)
- > INTERIOR, DEPARTMENT OF THE (261)
- > GENERAL SERVICES ADMINISTRATION (116)
- > TRANSPORTATION, DEPARTMENT OF (54)
- > AGRICULTURE, DEPARTMENT OF (64)
- > NATIONAL AERONAUTICS AND SPACE ADMINISTRATION (40)
- > PENSION BENEFIT GUARANTY CORPORATION (22)
- > GOVERNMENT ACCOUNTABILITY OFFICE (21)

Top 10: Contracting Agency Name

- > CENTERS FOR DISEASE CONTROL AND PREVENTION (911)
- > ENERGY, DEPARTMENT OF (647)
- > DEPT OF THE ARMY (436)
- > FOOD AND DRUG ADMINISTRATION (216)
- > DEPT OF THE AIR FORCE (211)
- > FEDERAL ACQUISITION SERVICE (116)
- > DEPARTMENTAL OFFICES (113)
- > OFFICE OF THE ASSISTANT SECRETARY FOR ADMINISTRATION (ASA) (104)
- > CENTERS FOR MEDICARE AND MEDICAID SERVICES (63)
- > OFFICE OF POLICY, BUDGET AND ADMINISTRATION (59)

Top 10: Treasury Account Symbol

List Of Contract Actions Matching Your Criteria Results 1 - 30 of 3248 as of Jan 22, 2023 2:47:22 PM

Award ID (Mod#):	140D0418C0014 (P00006) View	Award Type:	DEFINITIVE CONTRACT
Legal Business Name:	CHICKASAW MANAGEMENT SERVICES, LLC	Contracting Agency:	DEPARTMENTAL OFFICES
Date Signed:	January 27, 2021	Action Obligation:	-\$126.93
Referenced IDV:		Contracting Office:	IBC ACQ SVCS DIRECTORATE (00004)
NAICS (Code):	ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES (541611)	PSC (Code):	SUPPORT- PROFESSIONAL: OTHER (R499)
Entity City:	NORMAN	Unique Entity ID:	J9V5BJFEGHZ9
Entity State:	OK	Ultimate Parent Unique Entity ID:	J9V5BJFEGHZ9
Entity ZIP:	730711166	Ultimate Parent Legal Business Name:	CHICKASAW MANAGEMENT SERVICES LLC
Cage Code:	76QX9		
IDV ID (Mod#):	15JPSS20D00000273 (P00003) View	IDV Type:	IDC
Legal Business Name:	CHICKASAW MANAGEMENT SERVICES, LLC	Contracting Agency:	OFFICES, BOARDS AND DIVISIONS
Date Signed:	November 02, 2021	Action Obligation:	\$0
Referenced IDV:		Contracting Office:	JMD-PROCUREMENT SERVICES STAFF
NAICS (Code):	CONVENTION AND TRADE SHOW ORGANIZERS (561920)	PSC (Code):	SUPPORT- MANAGEMENT: LOGISTICS SUPPORT (R706)
Entity City:	NORMAN	Unique Entity ID:	J9V5BJFEGHZ9
Entity State:	OK	Ultimate Parent Unique Entity ID:	J9V5BJFEGHZ9

Search Criteria

To remove the criteria or a portion of the search criteria click the button next to each search level.

- Chickasaw
- Management
- Services

Sort By

This section allows the user to sort the existing list of contracts by various fields within the contract. For example you can sort the existing list of contracts by Date Signed or Contract Type. Click on the appropriate field to Sort By. Only one Sort can be conducted at a time.

Sort Order:

- Relevance**
- [Contract Type](#)
- [Agency Code](#)
- [Agency Full Name](#)
- [Date Signed](#)
- [Contracting Agency ID](#)
- [Contracting Agency Name](#)

Market Research – FPDS.gov (cont.)

Type one or more keywords you would like to search on:

Chickasaw Management Services CONTRACTING_AGENCY_NAME:"ENERGY, DEPARTMEN

Go

Clear

Advanced Search



Advanced Search

Search Within Results New Search

Add

X Select One

Search

Cancel

Market Research – FPDS.gov (cont.)

Type one or more keywords you would like to search on:

[Contracts](#) [ICD](#) [Recovery](#)

To submit comments, please [click here](#)
 Search took 0.107 seconds

You must click [here](#) for very important D&B information.

Top 10: Contracting Agency Name
 >ENERGY_DEPARTMENT_OF_(26)

List Of Contract Actions Matching Your Criteria Results 1 - 26 of 26 as of Jan 22, 2023 2:42:10 PM

Award ID (Mod#): 89243120CSC000079 (P00025) View	Award Type: DEFINITIVE CONTRACT
Legal Business Name: CHICKASAW MANAGEMENT SERVICES, LLC	Contracting Agency: ENERGY_DEPARTMENT_OF
Date Signed: January 04, 2023	Action Obligation: \$0
Referenced IDV:	Contracting Office: SC OAK RIDGE OFFICE
NAICS (Code): OFFICE ADMINISTRATIVE SERVICES (561110)	PSC (Code): SUPPORT- ADMINISTRATIVE: OTHER (R699)
Entity City: NORMAN	Unique Entity ID: J9V5BJFEGHZ9
Entity State: OK	Ultimate Parent Unique Entity ID: J9V5BJFEGHZ9
Entity ZIP: 730711166	Ultimate Parent Legal Business Name: CHICKASAW MANAGEMENT SERVICES, LLC
Cage Code: 76QX9	

Award ID (Mod#): 89243120CSC000079 (P00024) View	Award Type: DEFINITIVE CONTRACT
Legal Business Name: CHICKASAW MANAGEMENT SERVICES, LLC	Contracting Agency: ENERGY_DEPARTMENT_OF
Date Signed: November 15, 2022	Action Obligation: -\$9,983.2
Referenced IDV:	Contracting Office: SC OAK RIDGE OFFICE
NAICS (Code): OFFICE ADMINISTRATIVE SERVICES (561110)	PSC (Code): SUPPORT- ADMINISTRATIVE: OTHER (R699)
Entity City: NORMAN	Unique Entity ID: J9V5BJFEGHZ9
Entity State: OK	Ultimate Parent Unique Entity ID: J9V5BJFEGHZ9
Entity ZIP: 730711166	Ultimate Parent Legal Business Name: CHICKASAW MANAGEMENT SERVICES, LLC

Search Criteria

To remove the criteria or a portion of the search criteria click the button next to each search level.

- Chickasaw
- Management
- Services
- Department Full Name: "ENERGY, DEPARTMENT OF"
- NAICS: "561110"

Sort By

This section allows the user to sort the existing list of contracts by various fields within the contract. For example you can sort the existing list of contracts by Date Signed or Contract Type. Click on the appropriate field to Sort By. Only one Sort can be conducted at a time.

Sort Order:

[Relevance](#)
[Contract Type](#)
[Agency Code](#)
[Agency Full Name](#)

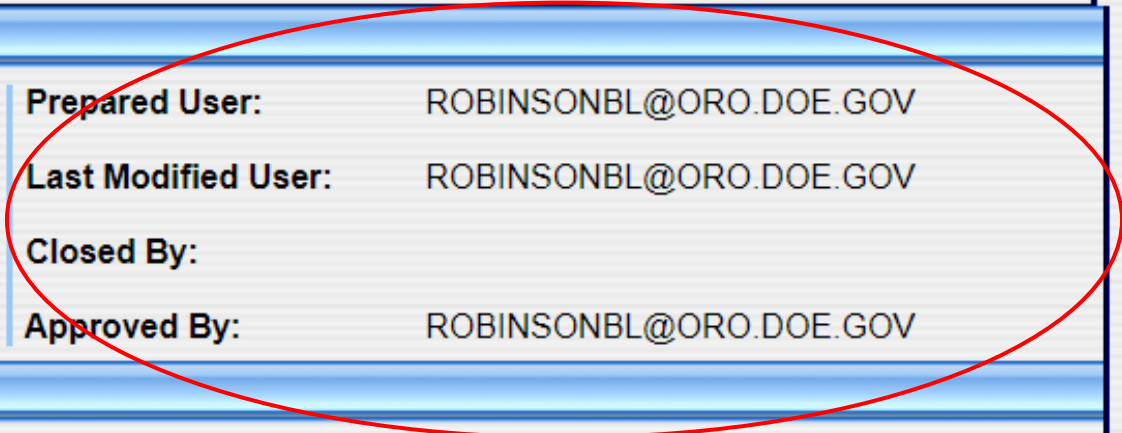
Market Research – FPDS.gov (cont.)

Transaction Information

Award Type:	Definitive Contract	Prepared Date:	01/03/2023 14:03:20	Prepared User:	ROBINSONBL@ORO.DOE.GOV
Award Status:	Final	Last Modified Date:	01/04/2023 09:20:17	Last Modified User:	ROBINSONBL@ORO.DOE.GOV
Closed Status:	No	Closed Status Date:		Closed By:	
		Approved Date:	01/04/2023 09:20:17	Approved By:	ROBINSONBL@ORO.DOE.GOV

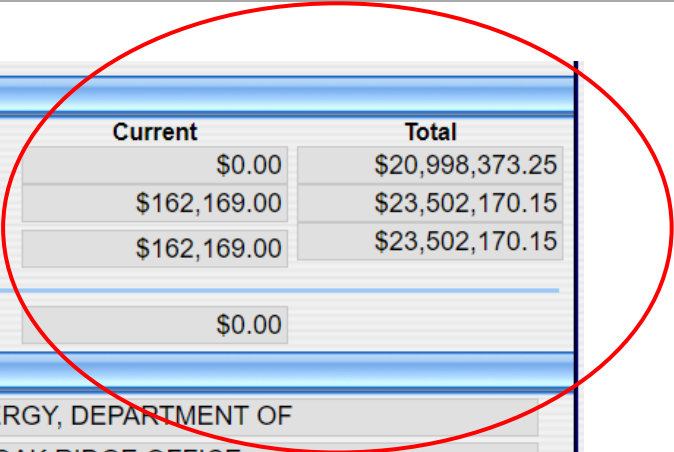
Document Information

	Agency	Procurement Identifier	Modification No	Trans No
Award ID:	8900	89243120CSC000079	P00025	0
Referenced IDV ID:				
Reason For Modification:	SUPPLEMENTAL AGREEMENT FOR WORK WITHIN SCOPE			
Solicitation ID:	89243120RSC000036			



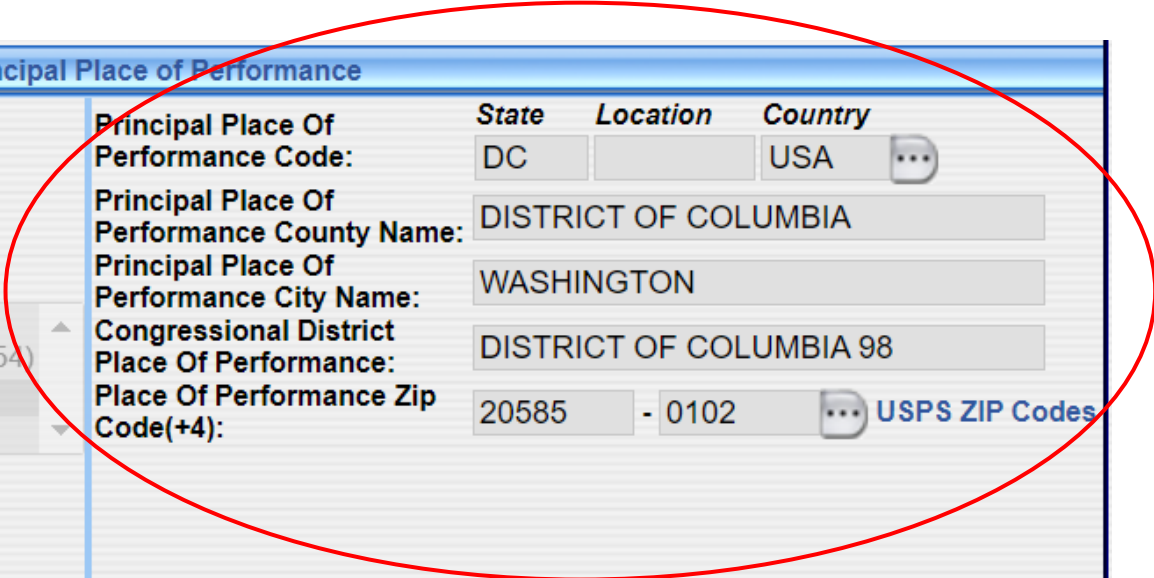
Market Research – FPDS.gov (cont.)

Dates		Amounts		
Date Signed (mm/dd/yyyy) :	01/04/2023	Action Obligation: Base And Exercised Options Value: Base and All Options Value (Total Contract Value): Fee Paid for Use of IDV:	Current	Total
Period of Performance Start Date (mm/dd/yyyy) :	08/03/2020		\$0.00	\$20,998,373.25
Completion Date (mm/dd/yyyy) :	08/02/2023		\$162,169.00	\$23,502,170.15
Est. Ultimate Completion Date (mm/dd/yyyy) :	08/02/2023		\$162,169.00	\$23,502,170.15
Solicitation Date (mm/dd/yyyy) :	07/24/2020		\$0.00	
Purchaser Information				
Contracting Office Agency ID:	8900	Contracting Office Agency Name:	ENERGY, DEPARTMENT OF	
Contracting Office ID:	892431	Contracting Office Name:	SC OAK RIDGE OFFICE	
Funding Agency ID:	8900	Funding Agency Name:	ENERGY, DEPARTMENT OF	
Funding Office ID:	892401	Funding Office Name:	SCIENCE	
Foreign Funding:	Not Applicable			
Entity Information				
FAR 4.1102 Exception:		<input type="button" value="Remove Exception"/>		
Unique Entity ID:	J9V5BJFEGHZ9	Street:	2600 JOHN SAXON BLVD STE 2215	
Legal Business Name:	CHICKASAW MANAGEMENT SERVICES, LI	Street2:		
DBAN:		City:	NORMAN	
CAGE Code:	76QX9	State:	OK	Zip: 730711166
		Country:	UNITED STATES	
		Phone:	(405) 253-8200	
		Fax No:		
		Congressional District:	OKLAHOMA 04	
Business Category				



Market Research – FPDS.gov (cont.)

Legislative Mandates		Principal Place of Performance		
Clinger-Cohen Act:	No <input type="button" value="v"/>	Principal Place Of Performance Code:	DC	State Location Country
Labor Standards:	Yes <input type="button" value="v"/>	Principal Place Of Performance County Name:	DISTRICT OF COLUMBIA	
Materials, Supplies, Articles, and Equip:	No <input type="button" value="v"/>	Principal Place Of Performance City Name:	WASHINGTON	
Construction Wage Rate Requirements:	No <input type="button" value="v"/>	Congressional District Place Of Performance:	DISTRICT OF COLUMBIA 98	
Additional Reporting:	Select One or More Options <input type="checkbox"/> Employment Eligibility Verification (52.222-54) <input type="checkbox"/> Service Contract Inventory (FAR 4.17) <input type="checkbox"/> None of the Above	Place Of Performance Zip Code(+4):	20585 - 0102	<input type="button" value="..."/> USPS ZIP Codes
Interagency Contracting Authority:	Not Applicable <input type="button" value="v"/>			
Other Interagency Contracting Statutory Authority: (1000 characters)	<input type="text"/>			
Product Or Service Information				
Product/Service Code:	R699 <input type="button" value="..."/>	Description:	SUPPORT- ADMINISTRATIVE: OTHER	
Principal NAICS Code:	561110 <input type="button" value="..."/>	Description:	OFFICE ADMINISTRATIVE SERVICES	
Bundled Contract:	Not Bundled <input type="button" value="v"/>			
DOD Acquisition Program:	<input type="text"/>	Description:	<input type="text"/>	
Country of Product or Service Origin:	USA <input type="button" value="..."/>	UNITED STATES		



Market Research – FPDS.gov (cont.)

Sea transportation:	Select One ▾
GFP Provided Under This Action:	Transaction does not use GFP ▾
Use Of EPA Designated Products:	Not Required ▾
Description Of Requirement: <i>(Limit 250 characters)</i> Current: 44	Administrative and Business Support Services

Competition Information

Extent Competed For Referenced IDV:	
Extent Competed:	Not Available for Competition ▾
Source Selection Process:	Other ▾
Solicitation Procedures:	Only One Source ▾
IDV Type Of Set Aside:	

Market Research – FPDS.gov (cont.)

Local Area Set Aside:	No	▼
Contract Opportunities Notice:	No	▼
A76 Action:	No	▼
Commercial Products and Services Acquisition Procedures:	Commercial Products/Services	▼
IDV Number of Offers:		
Number Of Offers Received:	1	Number of Offers Source: This Action
Small Business Competitiveness Demonstration Program:	<input type="checkbox"/>	
Simplified Procedures for Certain Commercial Products and Commercial Services:	No	▼
Preference Programs / Other Data		
Contracting Officer's Business Size Selection:	Small Business	▼
Subcontract Plan:	Plan Not Required	▼
Price Evaluation Percent Difference:	0	%

Market Research – Steps 6, 7, and 8

- 6) Find the contractor (Chickasaw Management Services) in the news and research their corporate website
- 7) Look for mutual connections on LinkedIn to see if you have a professional contact who can make an introduction
- 8) Request a copy of the contract under the Freedom of Information Act (FOIA) - learn what DOE is actually buying - read the Performance Work Statement, review the type of contract, and see how the procurement/contract was structured

Market Research – Chickasaw Management Services



MISSION

PRACTICE AREAS ▾

COMPANIES ▾

CONTRACT VEHICLES

TRIBAL 8(A) ADVANTAGE

CAREERS

CONTACT

CHICKASAW FEDERAL

CHICKASAW MANAGEMENT SERVICES

Chickasaw Management Services, LLC (CMS) is a tribally owned, small disadvantaged, 8(a) business. We are pleased to offer our customers first-class, Business Support Services on the level of a large company. By choosing CMS, our federal customers have the luxury of sole sourcing work to a company that shares over 20 years of past performance and experience of its sister companies. CMS is also WDBE certified. We have one of the lowest



Market Research – Chickasaw Management (cont.)

CHICKASAW FEDERAL

BUSINESS SERVICES

We provide professional staff augmentation and business support for federal agencies across a variety of focus areas, Our capabilities include:

**Conference
Planning &
Management**

**Records
Management**

**Policy &
Planning**

**Data
Analytics &
Visualization**

**Strategic Staffing
& Project
Management
Support**

**Civilian Facilities
Management &
Relocation**









**Capital Planning
& Investment
Control**



Market Research – LinkedIn


- On this page
- People**
- Companies
- Posts
- Jobs
- Groups
- More people

People

-  **Christopher Cameron** • 2nd  [Connect](#)
Senior Director of Business Development at Chickasa...
Baltimore City County, MD
Current: Senior Director of Business Development at **Chickasaw** Nation Industries, Inc.
 Carla Briceno, Liz Coppolecchia, MHSA, PMP, and 4 other mutual connections
-  **Matt Kohen** • 2nd  [Connect](#)
Sr Director of Business Development at Chickasaw N...
Denver, CO
-  **Daphne McAuley, PMP** • 2nd  [Connect](#)
Vice President at DIGITALiBiz LLC (a Chickasaw Natio...
United States
Current: Vice President at **Chickasaw** Nation Industries, Inc.
 Daphne McAuley is a mutual connection

Market Research – FOIA

ENERGY.GOV Newsroom Leadership Energy.gov Offices National Labs

 Office of MANAGEMENT ABOUT US SERVICES OPERATIONAL MANAGEMENT MISSION

OPERATIONAL MANAGEMENT ▾

Freedom of Information Act

Office of Management

Office of Management » Operational Management » Freedom of Information Act

Market Research – FOIA (cont.)

Freedom of Information Act

Office of Management

Office of Management » Operational Management » Freedom of Information Act

SUBMITTING A FOIA REQUEST



FOIA CONTACTS

FREQUENTLY ASKED QUESTIONS



FOIA READING ROOM

Market Research – FOIA (cont.)

executive branch of the federal government. This page contains links to documents required by law and other documents of interest to the public. If you do not find information that you seek on these pages, please feel free to [file a FOIA request](#).

Final Opinions

Directives and Technical Standards

DOE Reports

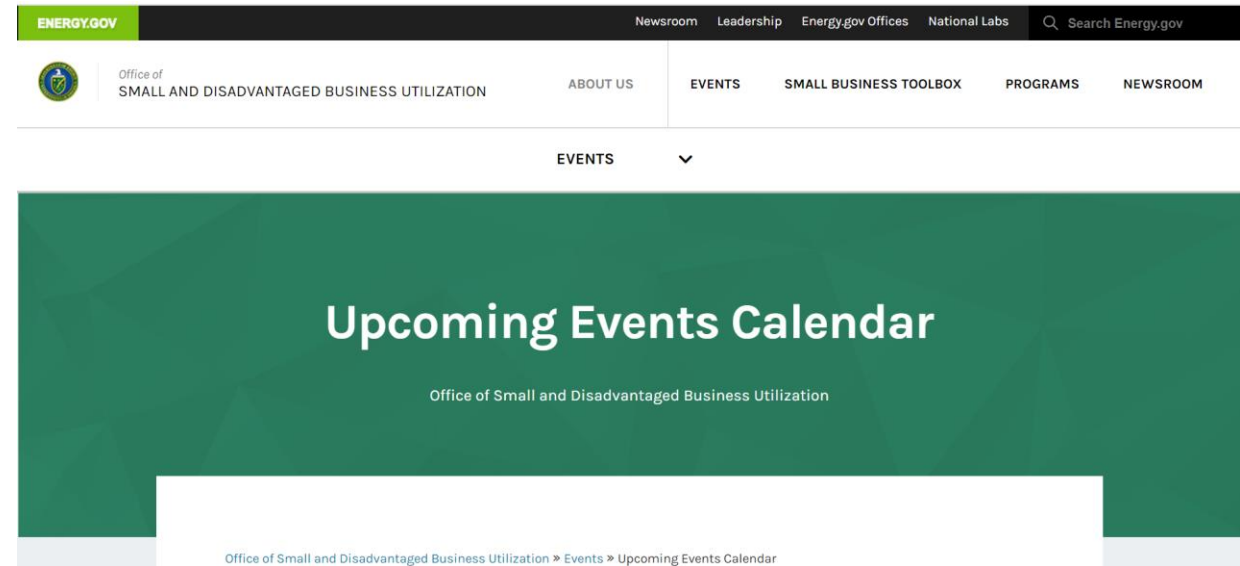
FOIA Request Responses and Other FOIA Records of Interest

Frequently Requested Documents

FOIA Annual Reports

Market Research – Step 9

- 9) Attend DOE events – get to know the people and the DOE mission



Market Research – Step 9

[Office of Small and Disadvantaged Business Utilization](#) » [Events](#) » [Upcoming Events Calendar](#)

OSDBU hosts, sponsors, and participates in multiple educational small business events that bring together the next generation of small business leaders and experienced individuals to collaborate and form business relationships. Find more information on DOE small business events in the table below.

DATE	EVENT	LOCATION
1/17/2023	U.S. Department of Energy's Idaho National Laboratory's - Industry Day (January 17-19, 2023) [☞]	Idaho Falls, ID
2/13/2023	National 8(a) Association 2023 National Small Business Conference (February 13-15, 2023) [☞]	New Orleans, LA
2/15/2023	DOE OSDBU and Hispanics in Energy - 2023 Energy Legislative Summit [☞]	Washington, DC
2/15/2023	U.S. Department of Energy's Los Alamos National Laboratory Supplier Forum [☞]	Virtual

Market Research – Step 10

- 10) Develop a Marketing Plan based on your research
- Your Marketing Plan should include specific strategies
 - SCORE.org has multiple templates, webinars, and eGuides that you can use

Marketing Plan Resources at SCORE.org



[Find a Location](#) [Donate](#) [SCORE en Español](#) [Volunteer Log In](#)

 [SEARCH](#)

- [FIND A MENTOR](#)
- [TAKE A WORKSHOP](#)
- [BROWSE THE LIBRARY](#)
- [VOLUNTEER](#)
- [OUR IMPACT](#)
- [ABOUT US](#)

[Home](#) / [Marketing Plan Guide](#)

Marketing Plan Guide

May 30, 2016



[Download Guide ▶](#)

What's Your Marketing Strategy?



A well-designed marketing plan can help you raise awareness of your business, attract more customers and boost sales.

Use this guide to develop a 12-month marketing plan and integrate it into your company's

Questions/Strategies to Include in your Plan

- Is the current prime still small? Does DOE still “like them”?
- Can you sub to the current prime? Who else is on their current team?
- Should you prime? Whom do you know at the Department of Energy?
- What companies will be bidding against the current prime?
- Can you team? Is subcontracting a viable option?

So many questions – you must have a strategy!

Market Research – Step 11

- 11) After you have your plan/strategy, begin to implement - schedule an appointment with a DOE Specialist – discuss how your firm can help them meet their Agency’s mission; have specific “asks” for the Specialist during that meeting



Market Research – DOE’s OSDBU Office



Office of
SMALL AND DISADVANTAGED BUSINESS UTILIZATION

[ABOUT US](#)

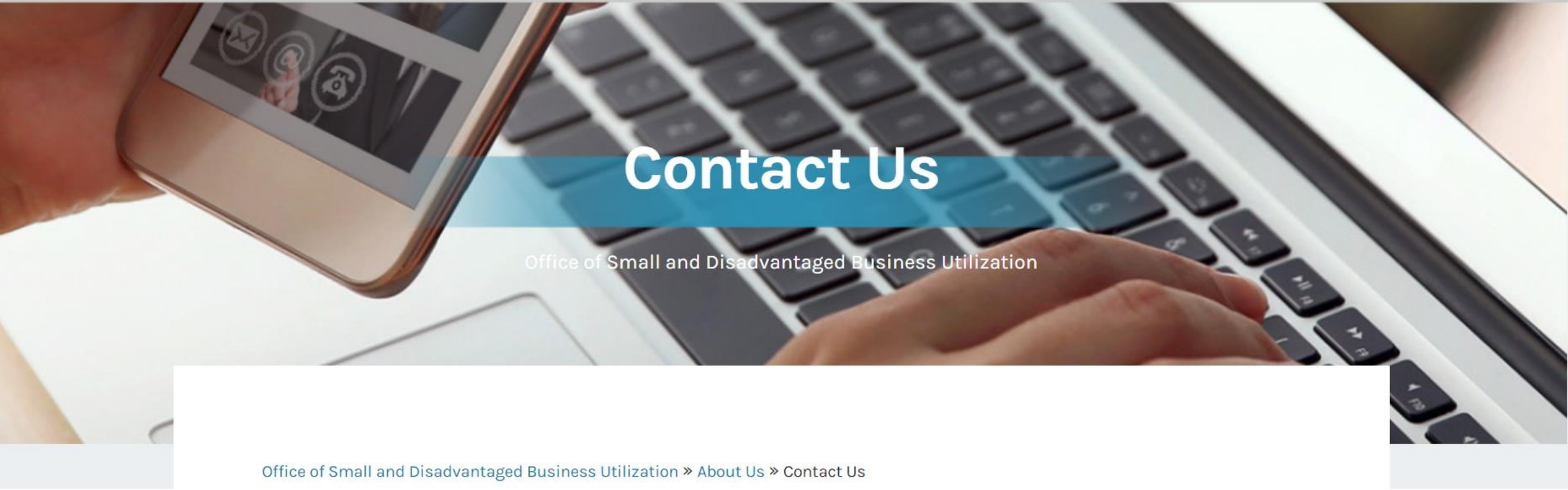
[EVENTS](#)

[SMALL BUSINESS TOOLBOX](#)

[PROGRAMS](#)

[NEWSROOM](#)

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Begin to Implement your Strategy



Questions?

Subcontracting Strategies

OMB/OFFP Guidance



OFFICE OF FEDERAL
PROCUREMENT POLICY

EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

November 29, 2024

MEMORANDUM FOR CHIEF ACQUISITION OFFICERS
SENIOR PROCUREMENT EXECUTIVES

FROM: Christine J. Harada
Senior Advisor, Office of Federal Procurement Policy,
Performing by Delegation the Duties of the
Administrator for Federal Procurement Policy

SUBJECT: Increasing Small Business Subcontracting Participation in the Federal Marketplace

Building supply chain resilience in the federal marketplace requires agencies to work aggressively with their prime contractors to promote meaningful small business subcontracting opportunities. Subcontracting is the primary gateway into the federal marketplace – helping companies to become acclimated to federal missions and buying practices, and agencies to become familiar with the talents of small businesses that perform important functions within supply chains and may wish to compete as prime contractors in the future.

Pursuing Subcontracting Opportunities

Treat subcontracting as part of your multiple revenue stream

- Perform market research to identify prime contractors
 - Agency Award Lists, SBA's Subcontracting Network (SubNet), and FPDS.gov can help
- Identify subcontracting opportunities
- Market your services and products to a prime contractor
- Develop a unique marketing strategy (more on this later)

Perform Market Research to Identify Prime Contractors

- Utilize research tools such as SAM.gov, FPDS.gov, and USAspending.gov

The screenshot displays the USAspending.gov interface. At the top, there are tabs for 'Map', 'Timeline', and 'Advanced Search'. The main area features a map of the United States with a legend indicating spending amounts from \$0.0 to \$2.2B. A sidebar on the right allows users to narrow down their search by 'Type of Spending', 'Agency', 'Extent Competed', and 'Recipient'. Below the map, there are sorting options (Sort By: Dollars Obligated, Transactions/page: 25) and a summary view. The transaction details for Transaction Number # 1 (PIID: SP470005C0020: P00143) are shown, including the recipient (LOCKHEED MARTIN CORPORATION), date signed (January 04, 2011), and obligation amount.

Map List View

- Rhode Island
- Delaware
- Maryland
- District of Columbia
- American Samoa
- Guam
- Micronesia
- Marshall Islands
- N. Mariana Islands
- Palau
- Puerto Rico
- U. S. Outlying Islands
- U. S. Virgin Islands

Narrow down your search:

- By Type of Spending**
 - Contracts 19,541
 - [Show more Types of Spending](#)
- By Agency**
 - Department of Defense 6,787
 - General Services Admin.. 2,476
 - Department of Health a.. 1,696
 - Department of the Trea.. 1,366
 - National Aeronautics a.. 1,188
 - [Show more Agencies](#)
- By Extent Competed**
 - Full and Open Competit.. 9,496
 - Full and Open Competit.. 3,331
 - Not Completed 1,870
 - Competitive Delivery O.. 1,460
 - Not Available for Comp.. 1,097
 - [Show more Competition Methods](#)
- By Recipient**
 - LOCKHEED MARTIN CORPOR.. 1,267
 - IMMIXGROUP INC. 865
 - SAIC INC. 828
 - BOOZ ALLEN HAMILTON HO.. 622
 - NORTHROP GRUMMAN CORPO.. 479
 - [Show more Recipients](#)

Sort By: **Dollars Obligated** Transactions/page: **25** GO [Summary View](#) [Export](#)

1 2 3 4 5 6 7 8 9 Next Last

Total Dollars: **\$8,685,123,362** Transactions: **1 - 25 of 19,541**

Transaction Number # 1
PIID: **SP470005C0020: P00143** (Definitive Contract)

Recipient: **LOCKHEED MARTIN CORPORATION** Date Signed: January 04, 2011
2339 ROUTE 70 WEST FLOOR, CHERRY HILL, NEW JERSEY

Reason for Modification: Additional Work (new agreement FAR part 6 applies...)

Program Source: Obligation Amount:

Identify Subcontracting Opportunities

- Utilize SBA's Subcontracting Network (Sub-Net)
https://subnet.sba.gov/client/dsp_Landing.cfm
 - Select the Solicitations or Business Directory
 - Select a State
 - Review Opportunities

Identify Subcontracting Opportunities (cont.)

- Review the Agency's forecast
- Visit prime contractor's website; introduce yourself to their Small Business Liaison Officer (SBLO); but try to find the Program Manager or Capture Manager (for new opportunities)
- Review upcoming solicitations on SAM.gov – Contract Opportunities (formerly FBO.gov)

Market Your Services/Products to Prime Contractors

- If it is an Agency of focus for you, treat that large business prime contractor as a customer you are marketing
- Establish relationships with project managers and/or business development staff (Capture Manager)
- Participate in events organized by industry associations – become an active member – Network!!
- Attend pre-solicitation meetings hosted by Agencies and prime contractors

Develop Unique Marketing Strategy

Examples include:

- You have a contract with the Agency
- You have relationship(s) within the Agency
- You have recent and/or relevant past performance
- You have teamed with large businesses before
- You have resident and/or unique expertise
- You have a unique technology or a unique approach



Becoming a Preferred Subcontractor in the Federal Contracting Market



How to Become a “Preferred Subcontractor”

Aronson information

Understand What Motivates Prime Contractors

- The only true mission statement:
 - Provide owner(s) with a rate of return on their investment better than they can receive by investing their resources elsewhere. You do this by:
 - Winning business
 - Helping them perform the business they win (or have won) profitably
- A preferred subcontractor will support one or both of these missions

How to Become a “Preferred Subcontractor”

Aronson information

Deal with the Decision Makers

- Small Business Subcontractor Fairs are generally not productive
 - Bidders lists only work for commodities
- Business Development Professionals make the decisions
 - You find them
 - They find you



How to Become a “Preferred Subcontractor”

Aronson information

Be a Good Contractor

- Corporate experience
- Past performance references
- Relationships with key agency executives



How to Become a “Preferred Subcontractor”

Other Attributes of Preferred Subcontractors

- Competitive prices
- Strategic hires
- You let your prime bid with you on SB set-asides
- Help with the proposal
- Handle staffing surges
- Ethical
- Adequate business systems, especially timekeeping and accounting

How to Become a “Preferred Subcontractor”

Aronson information

Things NOT to do:

- Don't depend on your small business status
- Don't just provide staff augmentation; you should offer more
- Don't be all things to all people; develop a niche



Next Steps

Develop a Strategy

- Develop a Federal Marketing Plan with Key Differentiators; you'll need:
 - Capability Statement
 - PowerPoint Presentation
 - Website
 - Timeline for Implementation
- Find a Mentor - Ask for Help
 - SCORE
 - Women's Business Centers
 - Small Business Development Centers
 - PTACs (APEX Accelerators)

Develop a Strategy (cont.)

- Target 2 – 3 Federal Agencies and 4 – 5 Prime Contractors
- Again - have clear discriminators and a value proposition along with strong Past Performance (reread the AMEX article)
- Establish and build relationships with selected Agencies and Prime Contractors
- Team with other small businesses
- Continue to network!

Next Steps

- Attend Federal Procurement Workshops to learn how the Federal Government buys products and services
- Read books to help you learn the Federal process and the terms
- Network, network, network - relationships matter!
- Request a free, virtual appointment with a SCORE mentor with Federal expertise
 - If you do not have a SCORE mentor, request one at [score.org/find-mentor](https://www.score.org/find-mentor)

Next Steps (cont.)

- Consider viewing these recorded webinars:
 - Certifying as an 8(a) Company (03/11/2025)
 - For more information, visit: <https://www.score.org/washingtondc/event/certifying-8a-company-0>
 - Acquiring a GSA Multiple Award Schedule (04/08/2025)
 - For more information, visit: <https://www.score.org/washingtondc/event/acquiring-a-gsa-multiple-award-schedule-04082025>
- Request a free, virtual appointment with a SCORE mentor with Federal expertise
 - If you do not have a SCORE mentor, request one at [score.org/find-mentor](https://www.score.org/find-mentor)

Finally . . .

- If you have questions regarding this webinar, please request a mentoring session with a SCORE mentor with Federal expertise:
 - score.org/find-mentor



Helpful Links & References

- Small Business Administration: www.sba.gov
- SCORE: www.score.org
- Small Business Development Centers: americassbdc.org
- Association of Women's Business Centers: awbc.org
- Procurement Technical Assistance Centers (APEX Accelerators): aptac-us.org
- Find SCORE resources for small businesses at www.score.org/templates-resources
- Find more SCORE live and recorded workshops and courses at www.score.org/get-business-training
- Book an appointment with a SCORE mentor at www.score.org/find-mentor



Questions?

**THANK YOU FOR YOUR
PARTICIPATION**



Funded in part through a cooperative agreement with the U.S. Small Business Administration.

All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.