



GovCon Quick Start Syllabus

Discovery – Step 1 – 60 - 90 Minutes

Get to know you session to uncover the following information.

- Solutions offered
- Government clients
- History with government
- Commercial clients
- History with commercial clients
- Past experience of company principles and key personnel
- Impetus for pursuing government contracts and assistance
- Goals

Contracting and Funding Methods – Step 2 – 2.5 hours

This session focuses on who the players are and the role they play in the contracting and funding process. Next we focus on the various methods of contracting. We begin with non-traditional contracting methods and conclude with a review of the more common FAR based processes. Finally, we discuss the tools that are needed to effective market and close the “sale”.

The Players

- Small business specialists
- Contracting Officers
- Contract Specialist
- Program office personnel
- CORs
- Stakeholders
- FOIA
- Prime contractors/teaming partners
- Associations

Contract Vehicles

- Funding cycles
- BPAs
- BOAs
- IDIQ
- GWACs
- Best – in Class contract solutions (BIC)
- Socioeconomic programs
- Beta.sam.gov

Selling Tools

- Capability Statements
- Capabilities Briefing
- Website
- Sales and prospecting

- Networking
- Teaming

Market Analysis Step 3 – 2.5 hours

- How to use beta.sam.gov
- How to leverage FPDS.gov
- How to leverage usaspending.gov
- Assessment of your capabilities statement
- Assessment of your capabilities briefing
- Assessment of your website
- Identification of BICs/GSA schedules that may benefit your goals
- Top competitors
- Identification of Top agencies

Office Hours Step 4

90 days of support as you implement the results of the market analysis and uncover new information and opportunities. In step 4 I advise you HOW to implement the information you now have at your disposal.