Hidden In Plain Sight:
Top Federal Market Intelligence Tactics

11th National Small Business Conference

Presented by
Judy Bradt, CEO
What We’ll Cover

• The Federal Market Intelligence Cycle
• Search Tools and Techniques

• How to:
  • Help buyers find you
  • Find leads before FedBizOpps
  • Get ahead of forecasts
Help Buyers Find You

More than just registration!

www.SAM.gov

The Power of NAICS Codes:
When they search for your competition, do they see you, too?
Search by (e.g.) Keyword, NAICS or Competitor Name

You can enter a DUNS number, CAGE code or Business Name to search for the entities that you are interested in reviewing. You can also enter exclusion search terms to search for exclusion records. Once a search has returned results, use the filters provided to narrow results.

Government employees must create a SAM user account with their government email address. Log in before searching in order to see FOUO information and those registrants who selected to opt out of the public search.

“Spectrum Health”
Many Names Are Alike!

Pinpoint A Specific Competitor

Get Competitor’s Unique DUNS number

<table>
<thead>
<tr>
<th>Entity</th>
<th>Distinctive Spectrum Military Healthcare Joint Venture, LLC</th>
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<td>Delinquent Federal Debt? No</td>
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How your competitors help you
<table>
<thead>
<tr>
<th>Primary</th>
<th>NAICS Code</th>
<th>Description</th>
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<tbody>
<tr>
<td></td>
<td>541611</td>
<td>ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES</td>
</tr>
<tr>
<td></td>
<td>541612</td>
<td>HUMAN RESOURCES CONSULTING SERVICES</td>
</tr>
<tr>
<td></td>
<td>541712</td>
<td>RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(EXCEPT BIOTECHNOLOGY)</td>
</tr>
<tr>
<td></td>
<td>541990</td>
<td>ALL OTHER PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES</td>
</tr>
<tr>
<td></td>
<td>561330</td>
<td>PROFESSIONAL EMPLOYER ORGANIZATIONS</td>
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<td>621111</td>
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<td>OFFICES OF PHYSICIANS, MENTAL HEALTH SPECIALISTS</td>
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<td>OFFICES OF OPTOMETRISTS</td>
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<td>OFFICES OF MENTAL HEALTH PRACTITIONERS (EXCEPT PHYSICIANS)</td>
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<td>OFFICES OF PODIATRISTS</td>
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<td>621399</td>
<td>OFFICES OF ALL OTHER MISCELLANEOUS HEALTH PRACTITIONERS</td>
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HOMEWORK CHALLENGE:
FIND YOUR MISSING NAICS CODES
HOW ARE YOUR COMPETITORS TAGGED?
3 Insider Secrets:
The Market Intelligence Cycle

- Backcast
- Forecast
- Pre-RFP

FedBizOpps.Gov
FedBizOpps                         www.fbo.gov

BEFORE YOU BID...
Look for:
RFI’s
Sources Sought
Draft RFP’s...
“It’s all on FedBizOpps”.
Find Leads Before FedBizOpps
3 Insider Secrets:
The Market Intelligence Cycle
FedBizOpps www.fbo.gov

BEFORE YOU EVER BID:

AGENCY FORECASTS

Federal Agency Business Forecasts
Policy & Regulations

Federal Acquisition Regulation (FAR)
General Services Acquisition Manual (GSAM)
Office of Federal Procurement Policy (OFPP)
AbilityOne
Code of Federal Regulations
Agency Supplemental Regs
Federal Register
Regulations.gov
Acquisition Center of Excellence (ACE) for Services
Civilian Agency Acquisition Council (CAAC)

Home > Federal Agency Procurement Forecasts

Agency Recurring Procurement Forecasts:

- Home Page
- Small Business Information
- Business Opportunities
- Procurement Forecast

Select an Agency
Link To Agency Forecasts via OSDBU Council

www.osdbu.gov/members.html

Military Services Listed Separately
What Do DHS Primes Want?
### Results

**APFS Number**: F201065155

**Contract Vehicle**: BPA

**Dollar Range**: $2,000,000 to $5,000,000

**Small Business Program**: SB

**Estimated Release**: Sept. 30, 2010

**Anticipated Award Quarter**: Q4 2015

**POC Name**: Mr. Bobby Lewis

**POC Phone**: (202) 344-2013

**POC Email**: bobby.lewis@dhs.gov

**Description**

The U.S. Customs and Border Protection plans to purchase fibrescopes with flexible fuel-tank guides and window-wedge guides in this 5 year Blanket Purchase Agreement (BPA).
Get Ahead Of Forecasts
3 Insider Secrets:
The Market Intelligence Cycle

Backcast

Forecast

Pre-RFP

USASpending.gov
FPDS.gov
Two Key Competitive Market Intelligence Tools

[USA Spending logo]

Government spending at your fingertips

[Federal Procurement Data System logo]

https://www.fpds.gov
Database Features

- **Search Features**
  - Drill Down
  - Sort
  - Graph
  - Export

- **Data Includes**
  - Winner
  - Contract Description
  - Start / Expiry
  - Purchase Method
  - Set Aside Type
  - # Offerors
  - Value
Query Tips

“Contracts”

Single recent full fiscal year
### Define Market / Niche With Multiple Search Terms

#### Top Codes and Keywords

<table>
<thead>
<tr>
<th>PSC</th>
<th>NAICS</th>
<th>Keywords</th>
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</thead>
<tbody>
<tr>
<td>R701: SUPPORT- MANAGEMENT: ADVERTISING</td>
<td>541810: ADVERTISING AGENCIES</td>
<td>marketing</td>
</tr>
<tr>
<td>R426: SUPPORT- PROFESSIONAL: COMMUNICATIONS</td>
<td>541512: COMPUTER SYSTEMS DESIGN SERVICES</td>
<td>writing (technical or copywriting)</td>
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<td>D399: IT AND TELECOM- OTHER IT AND TELECOMMUNICATIONS</td>
<td>541613: MARKETING CONSULTING SERVICES</td>
<td>editing</td>
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<tr>
<td>R422: SUPPORT- PROFESSIONAL: MARKET RESEARCH/PUBLIC OPINION</td>
<td>541820: PUBLIC RELATIONS AGENCIES</td>
<td>graphic design</td>
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<tr>
<td>R499: SUPPORT- PROFESSIONAL: OTHER</td>
<td>541511: CUSTOM COMPUTER PROGRAMMING SERVICES</td>
<td>website development</td>
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Keyword Search Example: “Medical Staffing”
### Top Buyers and Contracts

#### All Spending Data

**Top 5 Prime Award Recipient Locations (States):**

1. Georgia: $51,500,228
2. Texas: $49,120,529
3. Maryland: $43,755,495
4. Arizona: $28,577,875
5. Hawaii: $22,106,249

**Top 5 Prime Award Major Agencies:**

1. Department of Veterans Affairs: $99,228,479
3. Department of Health and Human Services: $64,105,267
5. Department of Justice: $3,658,397

**Top 10 Prime Awards in FY2014:**

1. Contract: Department of Health and Human Services
   - HHS/P23320110041G
   - Medical-Other
   - $21,354,333
2. Contract: Department of Homeland Security
   - HSFEO13J0067
   - Architect and Engineering- General Other
   - $13,070,337
   - HSECIR12F00048
   - Medical-General Health Care
   - $9,322,063
4. Contract: Department of Health and Human Services
   - HHS/P2332010004DC
   - Medical-Other
   - $8,065,779
5. Contract: Department of Health and Human Services
   - HHS/P2332095300DC
   - Medical-General Health Care
   - $6,050,272
6. Contract: Department of Defense
   - Y193
   - Medical-Pharmacology
   - $3,639,345
   - HSECIR12F00048
   - Medical-General Health Care
   - $3,470,000
   - HSECIR12F00048
   - Medical-General Health Care
   - $3,470,000
   - HSECIR12F00048
   - Medical-General Health Care
   - $3,470,000
    - HSECIR12F00048
    - Medical-General Health Care
    - $3,409,000

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**Summary View:**

Top Buyers and Contracts

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**Search Summary Results**

- Filters: Search Term: Medical staffing, Spending Category: Contracts, Fiscal Year: 2013
- Total Dollars: $301,328,536
- Number of Transactions: 3,073
- Total Sub-Award Dollars: $0
- Number of Sub-Award Reports: 0
PLAN MARKETING CALLS TO POSITION FOR RECOMPETE
Know when to position for recompetition!

Advance lead time example:
Contract Expiry Date = Lead Time For Marketing!
Search Example: “Medical Staffing”

Data Export
**How To Find Your ADVANCE Pipeline:**

**Data Column Q**

1. **Select Column Q**
2. **Sort Z-A**
3. “Expand selection” when prompted
4. **Longest recompete lead time is on top.**
What You Learned

The Federal Market Intelligence Cycle
Search Tools and Techniques

How to:

• Help buyers find you
• Find leads before FedBizOpps
• Get ahead of forecasts
What’s Next?

Success Secrets &
Action Steps You Can Take Today

- SAM.gov: Competitive NAICS Check
- Target Agency Forecast Review
  - Assess fit
  - Research key contacts
  - Plan your calls
- Past Contract Data: Spend & Trend
  - Competitors (or partners!)
  - Expiring contracts
  - Contract vehicles
  - Extent of competition
Federal Business & Sales
Strategy Services

- Plans and services designed for your needs and budget
- Online resources & guides
- Book, workbook & strategy software

Judy.Bradt@SummitInsight.com
(703) 627-1074

Ask about our new FY2015 Lightning Launch!