Advanced Tactics: Positioning to Win Before the RFP is Released

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- Creator of the FAST® Process and KickStart Program®
- Clients have won $10+ billion in federal contracts
- Nationally recognized federal contracting business development expert
- Quoted in Wall Street Journal, Washington Post, INC Magazine, Bloomberg
- Author of "The Basic Guide to Government Contracting" and the "Veterans Business Guide"
- Educational Foundation Board Chair Emeritus and Legacy Circle Inductee at WIPP.org

Agenda

- FAR market research references
- ChatGPT-like tools used by government agencies
- Agencies using these tools
- MRAS: Market Research as a Service
- Contractors how to be found
- How to position to win

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FAR Market Research References

- 10.000 Scope of part.
- This part prescribes policies and procedures for conducting market research to arrive at the most suitable approach to acquiring, distributing, and supporting supplies and services.

ChatGPT-like Tools Used in Federal Market Research

Government-wide Process Modernization:

- Artificial Intelligence
- Robotic Process Automation
- Blockchain
- Virtual and Augmented Reality
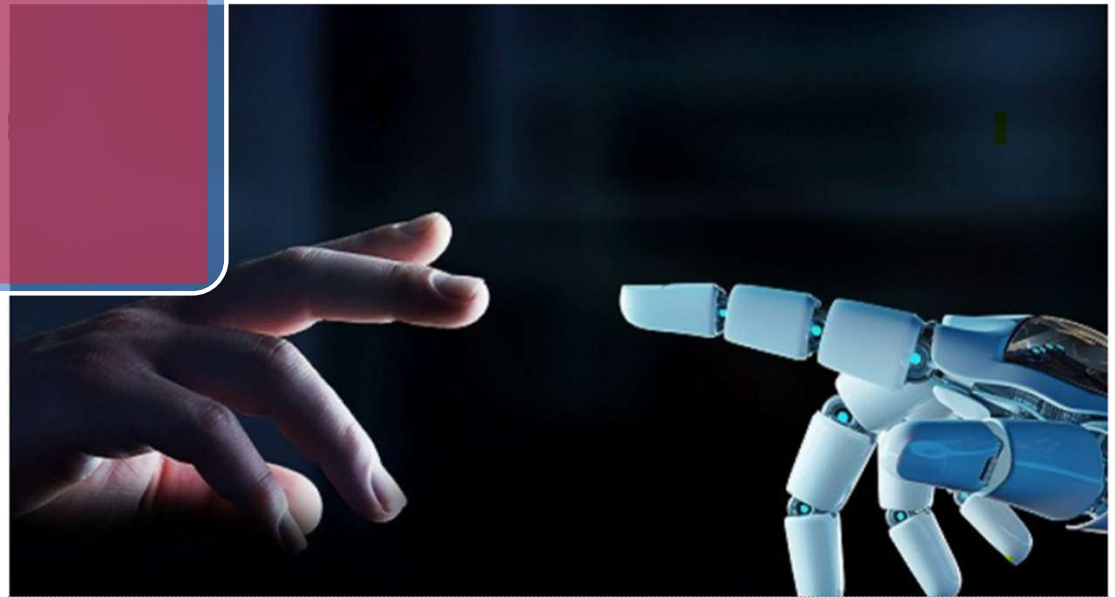
Agencies Using These Tools

- All DoD
- All Civilian
- All Intel

Contract Vehicles

- All GSA-related
- All Best-in-Class (BICs)
- Agency Favorites

What is GSA's Market Research as a Service (MRAS)?

MRAS uses the latest research techniques to help agencies visualize the competition and streamline the market research process.

- Reduces acquisition time
- Aligns Agency needs with GSA contracts and solutions
- Identifies the business size appropriate for the requirement
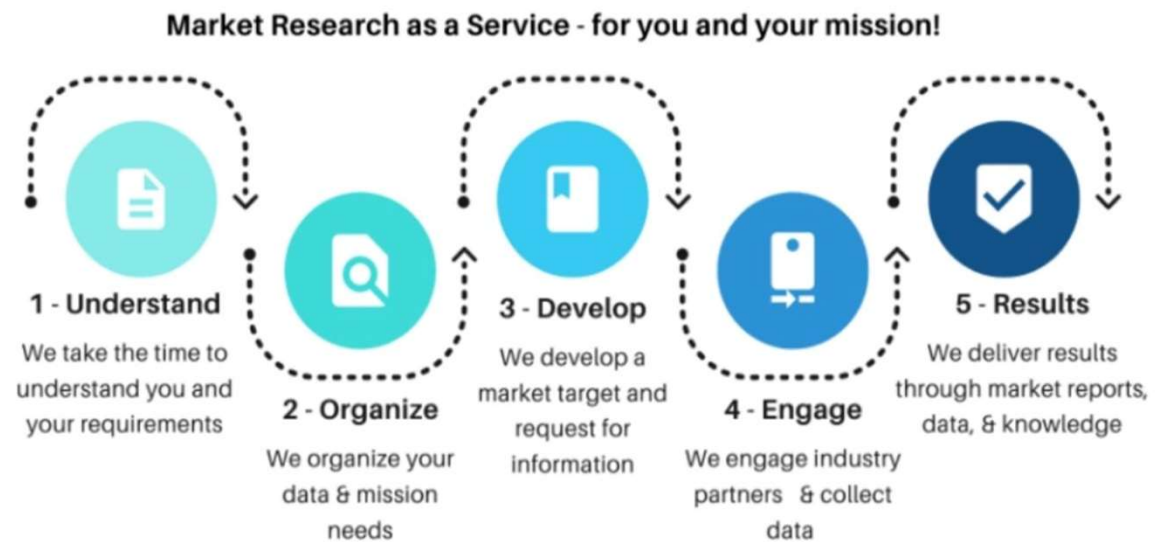
Note: Slides 8-16 content provided by GSA.gov

www.gsa.gov/MRAS
rfi@research.gsa.gov

The MRAS Process

Easy Steps to Transform Your Requirement

Market Research as a Service - for you and your mission!

1 - Understand We take the time to understand you and your requirements

2 - Organize We organize your data & mission needs

3 - Develop We develop a market target and request for information

4 - Engage We engage industry partners & collect data

5 - Results We deliver results through market reports, data, & knowledge

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www.gsa.gov/mras
rfi@research.gsa.gov

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How We Research

- We use commercially available software to streamline the process.
- We keep it simple
- We ask questions with a purpose but consider how we want to visualize the data.
- We use video, websites, demos, manuals, and more.

PLEASE NOTE: A valid email address is required in order to receive a receipt of your response. The requesting Agency's point of contact information will also be sent to this email once the RFI closes.

Company Name	
GSA Contract Number	
POC First Name	
POC Last Name	
POC Email	
POC Phone #	
Company Website (URLs only)	
UEI #: Unique Entity Identifier	
CAGE Code	

Done

Business Size:

s - small business

Note: Slides 8-16 content provided by GSA.gov

How We Research

- We ask yes or no questions.
- We ask for ranges, pre-set percentages, and more.
- We ask questions with visualization and creating data sets in mind.

Technical Yes or No

Please address any Yes or No responses in the Optional Feedback section or incorporate in your Capability File.

	Yes	No
1. Does your company utilize industry best practice to address technical performance, KPI, service level perspectives, and/or contractual business perspectives?	O	O
2. Does your company utilize best practices to provide the government with billing insight?	O	O
3. Does your company possess corporate certifications and partnerships you believe are important for the government to consider?	O	O
4. Has your company had experience within the past 5 years providing services and products to support migration to the cloud with similar scope and scale?	O	O

We Produce Visuals to Make Decisions Easier

Note: Slides 8-16 content provided by GSA.gov
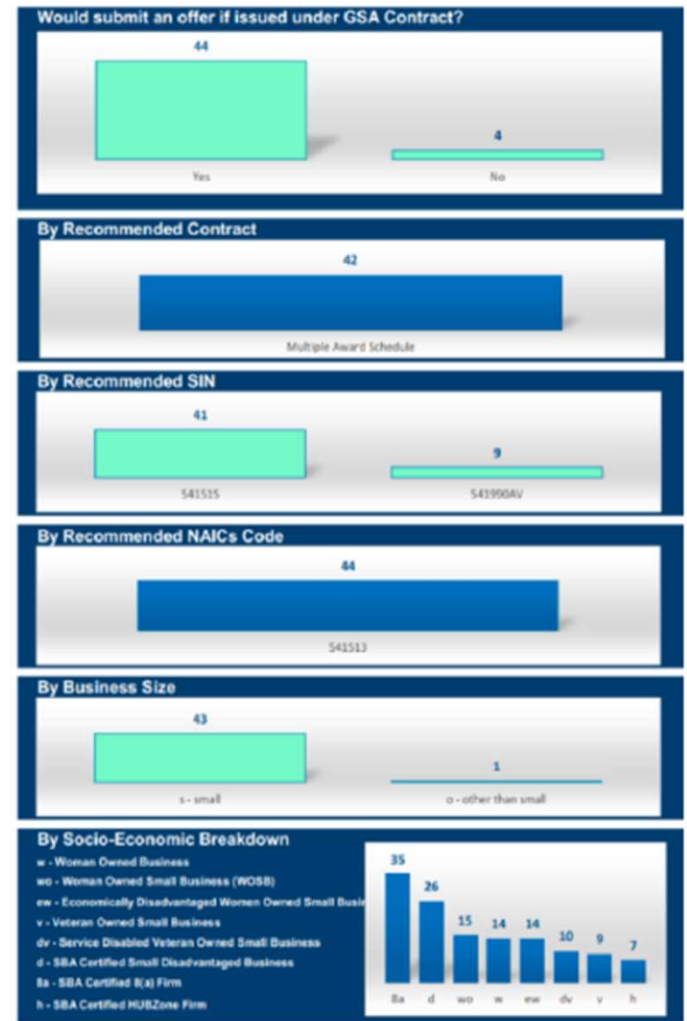
The Results

Industry

- Visibility as potential source in front of customers.
- Access to GSA and Agency Points of Contacts.
- Responses to RFI lead to additional business; 50% or more of the requirements we research go to a GSA contract holder

Agency Acquisition Professionals

- Provides agencies with visuals and data they can include in reports to Small Business.
- Provides agencies with narratives they can leverage for Acquisition Planning.
- Gives agencies an outlook on whether competition and socio-economic participation is likely.

Note: Slides 8-16 content provided by GSA.gov

How to find MRAS Surveys/RFIs

Not all RFIs posted in eBuy are posted by the MRAS Team.

- All MRAS RFIs are posted via GSA's eBuy site as a Request for Quote (RFQ) and as a Sources Selection under the applicable SINs and contracts.

- If you're under the SIN and contract for that RFI you will get notified via email from eBuy and rfi@research.gsa.gov

- All MRAS RFIs will include a URL that will take you to the RFI Survey Platform.

- Make sure the email associated with your company in eLibrary is current and up to date, as RFI requests will be sent to that email.

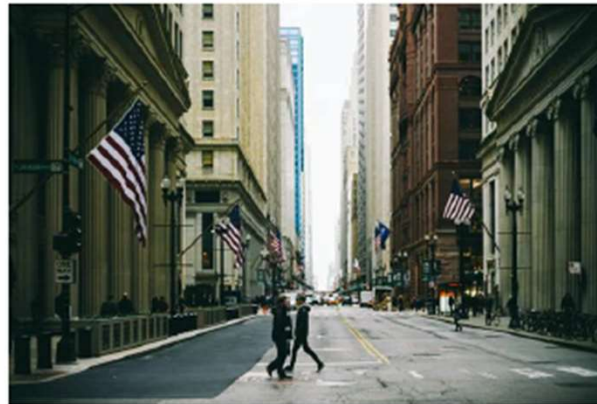Note: Slides 8-16 content provided by GSA.gov

MRAS Success Story - Department of Homeland Security

What one of our customers had to say:

- *"...I used MRAS and in 10 days, had 40 people respond. GSA then went over the report and did a deep dive to identify specific socioeconomic factors. It was very helpful!"*

"I thought to myself: well, I'm never gonna have to do an RFI again!"

"MRAS helped me avoid doing it the way it's always been done before"

Note: Slides 8-16 content provided by GSA.gov

MRAS Success Story - Department of Energy

- **Requirement:** Environmental remediation Agency seeking all potential 8(a) companies for a small business set-aside utilizing a GSA solution.

- **Possible GSA Solutions:** OASIS SB, OASIS 8(a), & MAS 561210REM

- **Outcome:** the agency has written an acquisition plan to write a schedule BPA with a magnitude of $100M with 4 option years,
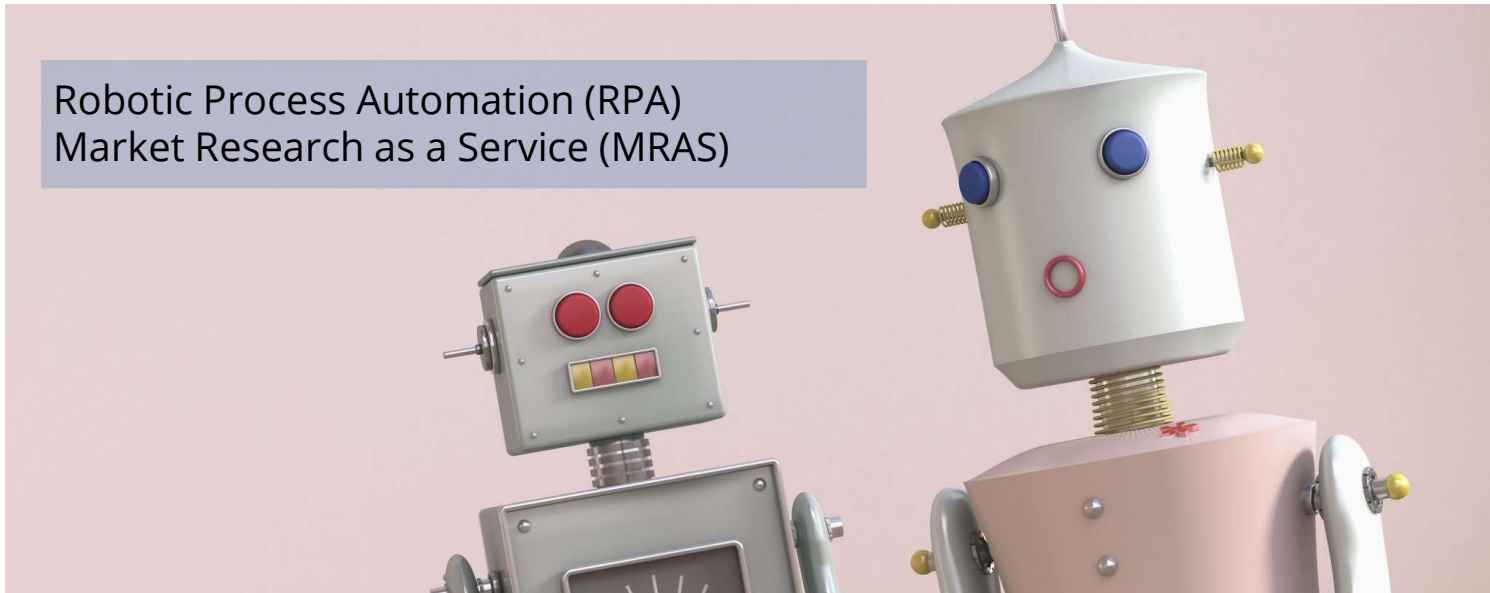
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How To Be Found By Market Research Robots

Robotic Process Automation (RPA)
Market Research as a Service (MRAS)

How and Where?

- Keyword, keyword,

Contractor Action Items:
Your Record & Profile

Government Databases
- SAM.gov
- SBA's Dynamic Small Business Search
- CPARS
- DSS
- **Agency-Specific Databases**
  - NSA ARC
  - HHS mysbcx.hhs.gov
  - USACE
  - Etc.

Positioning Tools Required

- **Opportunity identifier**: Past, present, future
- 1 or 2-page **Capability Statement** to identify your:
  - Core Competencies
  - Past Performance
  - Differentiators
  - Company Data
- **Bid-no-bid process**
- Quickly identify the **decision-maker**, her/his responsibility & level of interest in your business
- **Contract vehicle(s)**
- **CRM system**

POSITION YOURSELF WELL ENOUGH, AND CIRCUMSTANCES WILL DO THE REST

MASON COOLEY

PICTUREQUOTES.com

TargetGov Rule of Three™

Never reach out to any decision-makers for a meeting

- This includes all targets!
  - Agencies, Primes, Teaming Partners

Until:

- You have identified at least three solid opportunities to discuss

- Be prepared, no matter with whom you are meeting, to discuss at least 3 upcoming opportunities

Use: Forecast, SAM.gov: sources sought & RFIs, recompetes, USASpending, EZGovOpps

Handouts
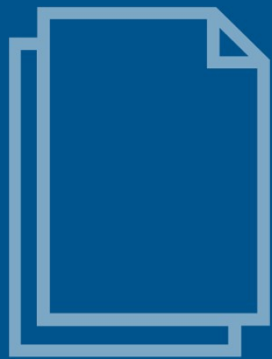
- Session Slides
- GSA MRAS Full Slide Deck
- FAR Market Research
- TargetGov "What You Don't Know Can Hurt You" Article by Gloria Larkin

SCAN ME!

Or email: **FAST@Targetgov.com** for the download link
Indicate **ChallengeHER Chicago** session in subject line

FAST® Process

- In just the last seven years, our FAST® Process clients have won over $10+ Billion in federal contracts directly attributable to our work.
- Are you concerned about winning more contracts and building your business revenues in the federal marketplace? Do you want to see results as quickly as possible? Have you experienced a difficult time winning federal contracts? Are you lagging in GSA Schedule sales?

An intense consulting process detailing how to effectively market your business to the federal government.

- Exclusively individualized to your business as it is today and focused on the growth you want to see.
- A unique consulting process.
- Takeaways include specific tools you need to see results and an action plan for success.

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Hand It Over to Us™ Marketing Content Services

- ***Hand It Over to Us*™ Marketing Content Services** are available to all TargetGov **KickStart Program®** and ***FAST*® Process** clients. Our TargetGov team knows the steps needed to create the marketing content necessary to foster successful and professional relationships with federal decision-makers.
- ***Hand It Over to Us*™** and receive the professional marketing content support you need to create tightly targeted capability statements, razor sharp news releases, and effective social media posts without having to hire, explain, and train.