



Learning about the Government begins with an understanding of Government terms, acronyms, verbiage, websites, and different procurement methods.

When entering the Federal sector, it is imperative to strategize effectively and implement the techniques and information you will gain from our marketing documents, links, and templates.

- Understand in chronological order from where to start, through what to aspire to achieve in Government contracting
- Learn about the most commonly used Government websites
- View the most used procurement-specific phrases and terms
- Understand all Government procurement methods
- Learn the basics of bid development and submission
- Study the most commonly used Government acronyms
- Learn the initial steps for communicating with the Federal level CO's through email and other communication options
- Learn how to keep an active SAM Registration status
- Understand how to create an effective capabilities statement
- View all North American Industry Classification System (NAICS) Codes and determine which pertain to your business
- Understand business and trade certifications & contracts
- Learn about product/service information specification sheet(s)
- Understand how to communicate with contract officers & purchase agents
- Learn how to find city, county, state, and federal contacts & contracts
- Understand small business certifications & strategic positioning



Our strategy is to educate, guide and assist clients' in attaining Government contracts, by providing a road map and understanding of what is next, while progressing towards success within the Federal sector.



## The following documents & templates listed below are needed tools and resources for your success.

**Government Contracting Terms** - New businesses in the Government marketplace will find many procurement-specific phrases and terms not frequently used in the private sector. This document provides the most used procurement-specific phrases and terms along with their definitions.

**Beneficial Government Websites** - Learn about the most commonly used Government websites such as: SAM.gov, FEMA.gov, USASpending.gov, SBA.gov, USA.gov, GSAELibrary.gov, and GSAAdvantage.gov.

**Government Success A – Z Manual** provides a summary explanation in chronological order from where to start, through what to aspire to achieve in Government contracting. This document covers SAM through the GSA, and everything in between.

**Contract Bid Assistance 101** - While bidding on contracts with the Government can be a tedious task, our beginners guide will provide you the 101 to assist with the initial steps to bid development, submission, and guidance for communicating directly with the Federal level contracting officers through email and other communication options.

**Benefits of a Press Release** - Learn how to write an effective press release and how to reach any audience.

**Emailing an Agency/Gov Buyer** - This email template provides your business information, interest, capabilities, and an overall introduction on how you are a viable option for their ongoing needs.

**Sample Intro Letter** - This template provides the correct verbiage Agencies/Gov Buyers expect to see when being contacted by your business.

**Request for Debriefing Email Template** - This email template provides an opportunity to gain an overall understanding about the basis of an agencies decision and to ascertain whether the agency made any errors in its evaluation process.

**Prime Contractor Phone Script** - This document provides a planned conversation for contacting Prime Contractors - introduction, company info, product/service details, references/past performances, prime contractor's needs, contract method, forecast, and how your entity can assist.

**Formal Post Award Debriefing Request Letter** - This letter provides an opportunity to gain an overall understanding about the basis of an agencies decision and to ascertain whether the agency made any errors in its evaluation process.

**Freedom of Information Act (FOIA) Template** - This formatted template provides the needed verbiage to submit a FOIA request to an agencies FOIA Office. The request simply must be in writing and reasonably describe the records you seek.

**Emailing Contractors for Sub/Teaming Relationships** - This email template provides your business information, interest, capabilities, and an overall introduction on how you are a viable option for their ongoing needs.

**Contracting Officer Contact Phone Script** - This document provides a planned conversation for contacting Contracting officers - introduction, company info, product/service details, references/past performances, contractor, or agency needs, contract method, forecast, and how your entity can assist.