



Initially when getting into the Government arena most businesses are lost or misguided on not only what elements are imperative to implement, but also the question of what tools, steps, resources, and strategies are most effective.

Select GCR educates, guides, and assists their clients from registrations all the way through attaining Government contracts and/or grants.

It all starts with positioning each business by completing registrations, certifications and/or schedules. When complete, it's time to let the world know that your business is viable, eligible and a vetted option for their awards.

Select GCR positions businesses to succeed, then provides tools, education, documents, templates, and overall help to expedite knowledge towards attaining Government contracts. Select GCR helps small businesses succeed in the Government sector where so many others have failed. In the last few years, our clients have received more than 500 million in Government contracts, grants, loans, and other financial assistance. We have learned some simple, painless, and predictable ways of tapping into the Government money flow, and we can share these techniques, knowledge, and concepts with you.

After the initial positioning, a specific marketing plan is created for each client. Below are examples and explanations of some of the steps that are taken.

## **Capabilities Statement (Government Resume)**

This is a professional specification sheet that an organization presents to Federal, state, and local Government procurement purchasers. This sheet contains vital information at a one-shot glance that is efficient, informative, and attractive and differentiates an organization in verbiage, product/services, and visualization from competitors. It contains a DUNS #, CAGE code, NAICS codes and past performances to show timeliness, quality, and positive delivery of products and/or services.

## **Government Success A – Z Manual**

Clients are provided a manual that 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, providing a road map and an understanding of what's next, while progressing towards success within the Federal sector.

Learning about the Government as a whole begins with an understanding of Government terms, acronyms, websites, and different procurement methods. Additional resources provided - **Government Contracting Terms, Beneficial Government Websites, Commonly Used Government Acronyms, and Understanding Government Procurement Methods.** These documents will educate, and help clients strategize effectively when entering this apace environment.

## Select GCR Pro

After the initial positioning and education, clients are provided video and document training for the "Select GCR Pro" program. This aggregate database connects to city, county, state and Federal websites and databases, providing access to available contracts and contacts. Client profiles are created based on NAICS, PSC's, Keywords, and geographic area. Clients receive daily emails that provide direct links to specific business/industry contacts and contract opportunities. Additionally, clients can access the program via online through their assigned Username and Password.

## GPA- A Government Procurement Advisor



Assigned **GPA** personally trains clients how to access, use, and benefit from the "Select GCR Pro" program. Clients learn how to navigate the Federal contracting maze through constant communication and help from their assigned GPA. Most importantly, clients learn where and how to spend their time, what to look for, who to contact, what to say, what to send, etc. Overall, clients learn how to market to the Government through a developed Government-targeted marketing plan.

The Select GCR Pro program and help from an assigned Government Procurement Adviser expedites the learning curve and positions a business to attain Government contracts.

**GPA's Provide Market Research, Data, Reports, Techniques, Knowledge and Concepts to their Assigned Clients!**

### GPA's will Help their Clients:

- Learn how to find city, county, state, and Federal contracts.
- Understand how to determine if a contract is right for their business.
- Learn steps to take that will differentiate their business from others.
- Receive lists of expiring contracts open for re-compete.
- Learn how to submit a bid and a Request for Debriefing document.
- Learn how to register with each Prime as a sub/supplier for subcontracting/teaming opportunities.
- Learn how to search competitor profiles.
- Receive lists of state agencies/departments and important Government data.
- Access data for state Military and Federal purchasing locations.
- Understand how to view contract details to determine who is involved - Agency, Prime, CO's.
- Understand FOIA (Freedom of Information Act) and how to request the specs for existing contracts.
- Access quick links for city, county, and state Government websites.

- Learn how to determine which agencies and departments are spending the most within their industry.
- Learn how to find Gov websites, Org chart, SADBUs, FIOA, Phone Books and Expenditures.

Once the foundation has been built, the Government resume is complete, and clients' have been trained on the intricacies of the Government. The assigned GPA then navigates clients through the Select GCR Pro program, pulls data for targeted email campaigns and phone contacts, implements templates that have been provided, and teaches how to tie all of this together to succeed in the Federal sector.

## Our GPA's and Marketing Staff Focus on Three Simple Philosophies

1. Position our clients' to be seen by those that are looking.
2. Search and find contact information for contracting officers and primes through code and keyword query searches.
3. Search and find specific industry/business contracts through code and keyword query searches, whether open market or re-compete opportunities that fit our client's products/services.



## Position Your Business to be Seen

1. Registering each business in DSBS, city, county, state, and GSA advantage to name a few.
2. Registering each business with Top Primes. Registering as a vendor, sub-contractor or supplier with the businesses that are most heavily involved in the contract world for sub to prime opportunities.
3. Registering each business on "Interested Vendor Lists". CO's and Primes go to these lists to find available registered business options.

## Searching and Finding the Proper Contacts Through Query Searches

1. Search industry/business specific NAICS and keywords to determine which departments/agencies are heavily involved in awarding contracts, search and find those contacts, provide detailed contact information.
2. Search industry/business specific NAICS and keywords to find CO's, SADBUs, and FOIA contacts, provide detailed contact information.
3. Search industry/business specific primes based on NAICS, keywords, and geographic area, provide detailed contact information.

## Searching and Finding Specific Industry/Business Contracts Through Query Searches

1. Search industry/business specific NAICS and keywords for federal opportunities
2. Search industry/business specific keywords through all 50 state websites for state opportunities
3. Search industry/business specific NAICS and keywords through upcoming expiring contracts for re-compete opportunities.

Marketing efforts are either on a targeted mass email level, or on small, targeted query searches to pull contact information to connect with.

## Email Marketing (Government Email Connection)



A formal introduction template is drafted using the client's website, capabilities statement and registrations. This template is sent to all contacts pulled introducing capabilities and differentiators expressing interest as a proactive, responsible vendor that would like to do business with their company/agency. Emails will reflect to the prime/contracting officer, that the email is coming directly from client (business POC) and all replies will be directed to (business POC).

Email campaigns are flagged, marked, and tracked. After delivery, client receives a detailed open rate report that provides names, phone numbers, and email addresses for interested recipients.

Small, targeted searches and planned contact projects - Assigned GPA's coordinate with each client to connect with proper contacts for their industry/business. Since it all comes down to who you know, the assigned GPA utilizes public contact information through targeted searches to find the key CO's and Primes for their industry/business.

- Receive lists of contractors, primes with recent award history, and GSA schedule holders contact information.
- Receive lists of contracting officers that are heavily involved in awarding contracts under clients designated NAICS, keywords and Geographic area.
- Search Primes by Name, Cage, DUNS, NAICS, PSC, Keywords, Set-Aside, GSA, and Award History.
- View Prime Contractor Profiles – Name, Email, Phone, Business Registrations and Award History.
- Learn how to contact and build relationships with Primes – What to say, what to send, etc.
- View Contact Information, Pre-Solicitations, Award History and Expiring Contracts for all Departments, Agencies, and Military and Purchasing locations.

- Learn how to contact the Agency, Prime, CO's for contract opportunities.
- Learn how to search for Contracting Officers by State, Agency, NAICS, PSC and Keywords.
- Learn how to contact and build relationships with CO's – What to say, what to send, etc.
- Access Names, Phone Numbers, Email Addresses, Positions, and Titles.

## Doing Business with the Federal Government



As you can see, Select GCR helps navigate our clients through the Federal contracting maze towards success. These proven concepts provide an overall plan that springboards our clients knowledge and success while accomplishing goals with help. With Select GCR, not only will the foundation be built for longevity, but clients are also educated to succeed within the Federal sector after services are complete. In a sense, learning how to fish to feed themselves for life.

Businesses must decide, do they really want to take the steps to open their business up to a whole other sector of opportunities and possibilities?

If so, do they know what steps to take, and in which order they should proceed?

The reality is, there are billions of dollars awaiting, and businesses should take these steps for increased revenue, diversification, and profitability.

Select GCR looks forward to taking each interested business on this journey. We know that our education, guidance, and assistance does create success, and we look forward to helping all businesses grow through these coordinated efforts.