

Select GCR's Comprehensive Guide Into: **Government Marketing 101**

 **SAM**
SYSTEM FOR AWARD MANAGEMENT **GSA Advantage!**
www.gsaAdvantage.gov

Introductory PDF

(Approximate Read Time: 15min.)

What you will gain:

- Clear understanding of Select GCR's client services & programs
- Identification of opportunities for your small business' growth

Marketing Areas Covered Inside:

About Select GCR:

Mission, core values, overview, products & services

Marketing with CSGMP:

Enhancing strategies for measurable success

CSGMP Overview:

Role, resources, & key areas of focus

CSGMP What's Inside:

Socio-economic certifications

SBG Contract Data:

Overview of the contract awards we help to win

How We Help:

Efficiency through automated insights

Client Testimonials:

Amplifying success stories and impactful narratives



Government Marketing. Simplified.

Select GCR's marketing strategies are proven effective and have helped our clients attain over \$700 Million in Federal funds for their small businesses!



About Select GCR: Revolutionizing Government Contract Solutions

🇺🇸 Select GCR is an all-inclusive marketing, admin, and processing firm dedicated to helping small businesses become successful in government contracting. With services like registrations, certifications, email marketing, research, and development, Select GCR has helped their clients attain over \$700 Million in government funds!


🇺🇸 Offering a unique proprietary program, our clients have all the tools they need to find the right contracts and the people responsible for awarding them. Our proven marketing strategy includes capabilities statements, government training, templates and scripts for effective communication, email marketing, market research, and an assigned Government Procurement Advisor who is here for you every step of the way. We don't treat you like a client, we treat you like family. Your success is our success!


If You Have Any Questions
Or
Would Like To Start On Your Next Steps
Call Us Today At - 833-336-3988
Or Visit Us At - selectgcr.com



Marketing with CSGMP: Client Success Government Marketing Program



 We start by arming you with essential knowledge about government contracting, breaking down the process and regulations in an easy-to-understand way. Then, we turbocharge your visibility, making sure your business stands out as the top choice for contracts. But we don't stop there—our program includes direct introductions to key players like contracting officers and prime contractors, giving you the inside track to valuable opportunities. With our program, you'll not only understand the game of government contracting but also dominate it, securing contracts that propel your business to new heights.

 The Client Success Government Marketing Program (CSGMP) provides the fundamental marketing concepts, knowledge, and services that a business must implement to succeed within the Federal sector. Most companies 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 is eager to hold your hand and guide you through your introduction to marketing and building relationships with government buyers and prime contractors.

CSGMP

Overview:

The Client Success Government Marketing Program (CSGMP) provides the fundamental marketing concepts, knowledge, and services that a business must implement to succeed within the Federal sector. This all-encompassing government targeted marketing plan provides tools, resources, strategies, and procurement support to help you accomplish your goal of increased revenue and growth through government opportunities.

Most companies are lost or misguided on not only what elements are imperative to implement but also on the question of what resources and strategies are most effective. Select GCR is eager to hold your hand and guide you through your introduction to marketing and building relationships with government buyers. Select GCR helps small businesses succeed in the government sector where so many others have failed. We have learned some simple, painless, and predictable ways of tapping into the government money flow, and we look forward to sharing these techniques, knowledge, and concepts with you.



CSGMP

What's Inside



Building a Foundation:

We start with a thorough onboarding call to ensure your team understands government contracting essentials and their role in this program. Identify additional NAICS codes, PSCs, and keywords to broaden market reach and optimize your SAM registration to increase visibility to government clients. Our design team then creates a detailed capabilities statement to market your expertise and services effectively. During this step we make sure to outline the expectations and accountability within your team to align everyone towards the successful execution of your marketing strategy.



Government Resources & Training:

Use government resources and training to position your business effectively in the government market by understanding agency needs and procurement processes. Develop a targeted marketing strategy tailored to government agencies and learn best practices for finding and communicating with key contacts. Gain knowledge of available government contracts and grants, and understand the requirements for doing business with different government departments. Leverage training programs to ensure compliance and streamline the process of managing your government division.



SGCRP - Select GCR Pro:

Select GCR Pro allows you to efficiently search and access a comprehensive database of government contracts and contacts, identify opportunities, and connect with key personnel. Manage your activities through a user-friendly client dashboard with real-time updates and tracking. Receive expert program guidance and enhance your skills with a library of training videos. Quickly access essential tools and resources with curated quick links. Enjoy global accessibility from any device, ensuring flexibility and efficiency.



Prime Contractors:

Identify prime contractors actively securing government contracts using the SGCPR database and resources. Communicate effectively with these contractors through targeted email marketing campaigns, learning best practices for initiating contact and establishing relationships. Complete registration processes to become a recognized subcontractor, ensuring your business information is accurate and up-to-date. Explore and secure subcontracting opportunities by understanding the requirements and positioning your business as a valuable partner.

CSGMP

What's Inside



Subcontracting & Partnership Opportunities:

Start by understanding the basics of subcontracting, teaming, joint ventures, and mentor-protégé programs to leverage government opportunities. Explore and choose the best partnership structures, draft clear agreements, and familiarize yourself with various contract types and clauses. Identify risks and limitations, and develop strategies to mitigate them. Consider factors like business compatibility and financial stability. Ensure well-defined payment terms and utilize SBA resources for guidance and certification. Use the SBA's SubNet database to find subcontracting opportunities and connect with prime contractors.



City, County, & State:

We'll handle registering your business with your chosen city or county and state governments, ensuring compliance with all necessary forms and specific requirements to qualify for local and state contracts. Additionally, we'll assist in searching for bid opportunities across various government websites and procurement portals, enabling you to respond to multiple solicitation types at the city, county, and state levels.



Government Contacts:

To navigate government contacts effectively, familiarize yourself with the organizational structure of agencies and key personnel such as contracting officers, prime contractors, small business liaisons, and FOIA contacts. Utilize online resources such as SGCRP to search for relevant contacts, filter results, and gather contact information. Establish connections with contracting officers and prime contractors to explore subcontracting opportunities. Engage with small business liaisons to access support and resources, and understand the role of FOIA (Freedom Of Information Act) contacts for information requests.



Government Contracts:

Master government contracts by understanding the contracting processes and terms such as RFIs, RFPs, RFQs, and re-compete contracts. Search for opportunities using our proprietary database and other government portals, filtering by criteria like industry and location. Analyze bids to identify those with the highest potential for success, considering factors like capabilities and past performance.

CSGMP

What's Inside



Grants:

Gain knowledge of available government contracts and grants, and understand the requirements for doing business with different government departments. Our team will register your business with Grants.gov and guide you on how to search and view grant opportunities that are relevant to your business.



GPA - Government Procurement Advisors:

This team of Government Consulting experts will provide concise training sessions and discussions on pertinent government topics, utilizing recorded screen sharing for clarity. Identify tasks from discussions, clarifying responsibilities and setting deadlines for accountability. Plan ongoing projects collaboratively, outlining objectives, milestones, and timelines during this CSMGP program.



Email Marketing:

We utilize our Select GCR Pro database to review and export relevant government contacts based on specific criteria fine-tuned with your GPA. We then send targeted email campaigns throughout the length of the program, reviewing the analytics of each campaign and providing training and materials such as pre-designed templates and phone scripts for contacting government agencies and businesses, ensuring concise and informative communication to build relationships. We can leverage email marketing to effectively engage government agencies and businesses, increasing chances of securing contracts and fostering long-term relationships.



Market Research Data & Report:

Market research, data, and reports involves analyzing past and present contracts to understand trends and performance. Utilize industry forecasts for future contract opportunities, analyze competitor profiles for strategic insights, and develop targeted search criteria to align with business goals. These steps enable comprehensive data analysis and insightful reporting to inform strategic decision-making and enhance competitiveness in government contracting.



Small Business Government Contract Data: Revolutionizing Government Contract Solutions

👛 (Fiscal Year) 2022, awarding an all-time high 26.5% of Federal contract dollars to small businesses.

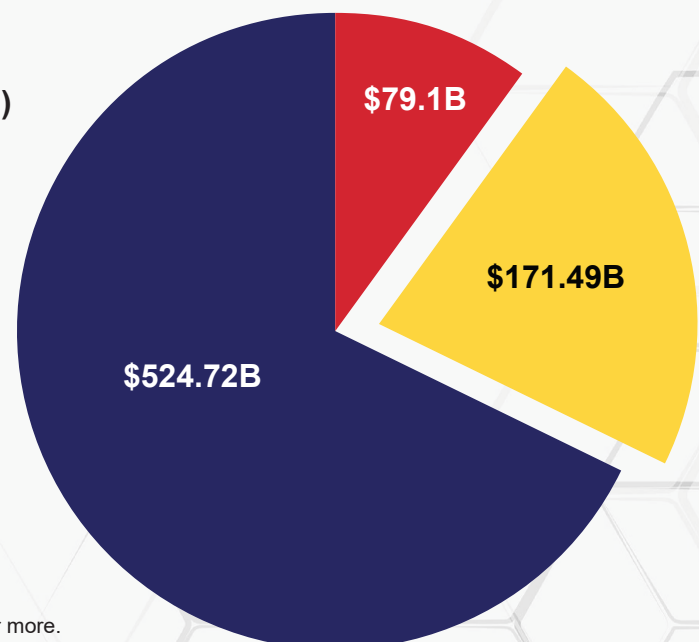
👛 This historic level amounts to a \$162.9 billion investment in the small business economy – an \$8.7 Billion increase from the previous fiscal year.

👛 The federal government achieved its small business subcontracting goals, awarding 30.9%, or \$79.1 Billion, to small business subcontractors.

👛 Total United States government contracting dollars equaled \$775.3 Billion of which \$171.49 Billion went to small businesses (23.1%).


US Total Contracting (Billions, US Dollar \$)


- Small Business Contractor Awards
- Small Business Awards
- Remainder of Contracting Awards





Contract data provides detailed information on all contract actions that are required to be reported by Federal agencies. These are actions with an estimated value of \$10,000 or more.

How We Help: No Time for Marketing

★  At Select GCR, we understand that your time is precious, which is why we're here to serve as your dedicated marketing firm.

★  We take care of everything—from crafting compelling content to compiling targeted lists and executing your marketing campaigns on your behalf.

★  This means you can focus on what you do best while we handle the rest. Our goal is to make that crucial first introduction unforgettable, ensuring you achieve exceptional results.

★  With Select GCR in your corner, you can be confident that your marketing efforts will make a lasting impact and drive success for your business.



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How We Help: No Money to Invest

🇺🇸 Your future success is invaluable, and investing in our services is a strategic move that will pay dividends. At Select GCR, the value we offer goes beyond mere cost—it's about opening doors to endless opportunities in government contracting.


🇺🇸 With our seasoned team by your side, you gain access to a vast network of government contacts actively seeking contractors like you. Whether it's connecting with hundreds or even thousands of potential clients, our expertise ensures you're not just visible but highly sought-after in this competitive arena.


🇺🇸 Don't underestimate the power of these connections—your future growth and prosperity depend on them, and we're here to make it happen for you.

If You Have Any Questions
Or
Would Like To Start On Your Next Steps
Call Us Today At - 833-336-3988
Or Visit Us At - selectgcr.com



How We Help: Doing it on your Own

 Navigating the government contracting process can be overwhelming, taking up valuable time and potentially leading to costly mistakes if done independently. At Select GCR, we specialize in streamlining this process for you. Our expertise in crafting compelling messaging ensures that your business is presented as the premier choice in your industry. Catching the eye of contracting officers and prime contractors requires a strategic approach, and this is where we excel.

 We know the precise language and strategies to use to capture their attention and position your business as the standout contender for lucrative government contracts. Let us handle the intricacies while you reap the rewards of enhanced visibility and increased opportunities in the government contracting sphere.





Testimonials



"I typically refrain from leaving comments, but this platform truly deserves every accolade. After exploring countless videos online and interacting with various government contracting experts, this is undeniably the top platform I've encountered. It provided an in-depth and genuine insight into government contracting. Both Rick and Jeff were exceptional, simplifying the process significantly. I wholeheartedly recommend it."

Darell Brown | Compact Solutions LLC



"GCR has been our little miracle worker. As a new small business, we needed help setting up registrations and assisting us to introduce ourselves. They have been with us and will remain by our side as we venture forward and broaden our horizons."

Chris Peterson | Tree Trim Docs LLC



"We have had great success with Select GCR. We have used them twice. They outlined the certification processes clearly, worked their plan exactly, took the burden off of us so we could continue our other priorities, followed up all the time, and ultimately delivered the certifications. We like these guys and will use them again if we have the chance."

Todd Guthrie | Clear Line Electric LLC

FREE SGCR PRO TRIAL!

1. Visit selectgcr.com/product/select-gcr-pro-monthly
2. Click "Add to Cart"
3. Fill out your billing and payment information (you will not be charged until the trial has ended)
4. Click "Place Order"

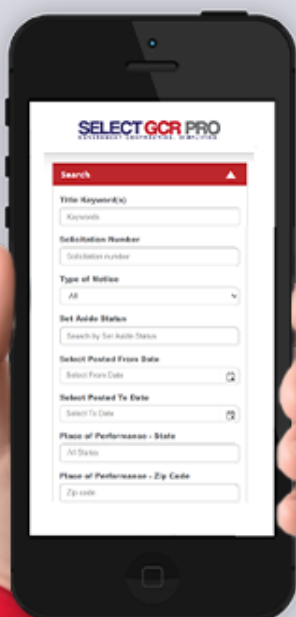
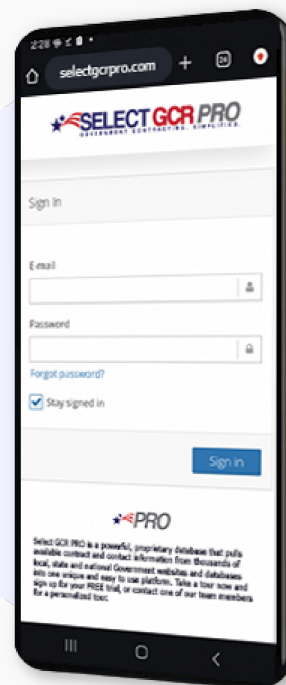
It's That Simple!



by Select GCR:
Market Research. Simplified!

Program Overview:

Our all-in-one program produces contact information for all Government Contracting Officers, Prime Contractors, Small Business Liaisons, and many more Government Contacts. You would have to search hundreds of databases to find all of this on your own. Also, contract opportunities can be searched not only by open solicitations but Federal and state solicitations, as well as re-compete and sole source contracts.



PRO **How It Helps**

Our Program, Select GCR Pro, will teach you:

- ✓ What to look for and what to do when you find it
- ✓ How to contact involved parties
- ✓ What to say, what to send, and how to follow through
- ✓ The process of building relationships and attaining contracts
- ✓ How to differentiate your business to win awards



★ “Our team at Select GCR hopes that you found this PDF very useful. We value your time and ensure that this provided information will unquestionably help to further set you and your business up for government contract marketing success.

With Select GCR working side-by-side with you, in just a few short months you'll be on your way to obtaining huge opportunities, big contracts, and steadily increasing your revenue time and time again. I guarantee it.”

- Jason Bortz

Jason Bortz | Owner & CEO of Select GCR

**Prioritize your time.
Automate the process.**

**(833) 336-3988
selectgcr.com**

Government Contracting. Simplified.

