

90 Second Challenge



Simple math on why reaching buyers in your market matters so much.

- 1) Beta.SAM.gov search for Solicitations in FY2019

https://beta.sam.gov/search?keywords=&sort=-relevance&index=opp&is_active=false&page=1&date_filter_index=0&inactive_filter_values=false&opp_response_date_filter_model=%7B%22dateRange%22:%7B%22startDate%22:%222018-10-01%22,%22endDate%22:%222019-09-30%22%7D%7D¬ice_type=o,k

Search Results

- 2) At the top of the search page you will see Showing 1 - 10 of 124,435 results put that number in a calculator and click ÷ (divide)
- 3) Beta.SAM.gov search for Contract Actions in FY 2019

https://beta.sam.gov/search?keywords=&sort=-relevance&index=fpds&is_active=true&page=1&award_or_idv=AWARD&inactive_filter_values=false&fpds_modified_date_filter_model=%7B%22dateRange%22:%7B%22startDate%22:%222018-10-01%22,%22endDate%22:%222019-09-30%22%7D%7D&date_filter_index=0

Search Results

- 4) At the top of the search page you will see Showing 1 - 10 of 11,213,011 results put that number in a calculator and click = (equal).
- 5) Move the decimal place over two positions to the right and you will have percentage of ALL contract actions that are posted on beta.SAM.gov – 1.1%. That means 98.9% are not posted on beta.SAM.gov.

Right now you are probably asking...

Where are the 98.9%?

They are being competed between a group of your competitors that buyers know, like and trust. They can't possibly trust you if they don't even know you exist... Get started with a market assessment (see below) or purchase your [Federal Intelligence Report](#) with active federal buyers in your market and [pick a marketing plan to go get them!](#)

isiFederal Services

isiFederal's building block approach provides you with the services you need right now so you can proactively go after the people that matter most – federal buyers who are buying from your competitors. The fundamental premise: **People Buy from People They Like**. We start with Market Essentials to identify how the feds buy what you sell. The next step is doing something about getting to the **people who need to like you** using briefings, introductions, cold calls, warm calls and email campaigns that will drive face to face and phone meetings. This provides the foundation of relationships, so **people will like you and buy from you**.

What does Your Market Look Like?

Preliminary Market Assessment

\$500*

Whether you are brand new in the federal space or a seasoned federal contractor, you need to know what is happening in the federal market as it applies to you. Using isiFederal's proprietary Market Intelligence preliminary research you will learn:

- Where are the dollars being spent?**
- What contracts best hit your company's sweet spot?**
- Who are your competitors?**
- What agencies make the most sense to target?**
- Should you Prime or Sub?**

All of these questions will be answered in a one-on-one 40-minute dedicated strategy session. Based on what the market conditions we will help identify the best way to apply your time and resources with specific action items for:

- Finding and Key Decision Makers**
- Implementing a Proactive Federal Marketing Plan**
- Developing Key Performance Indicators**

** Will be applied to additional services if you decide to move forward with any isiFederal intelligence or Federal Marketing Services.*

Preliminary Market Assessment \$500

Client Signature

Date

Printed Name of Authorized Personnel