

# Take the 90 Second Challenge



[www.isiFederal.com/90seconds](http://www.isiFederal.com/90seconds)

- 1) Beta.SAM.gov search for Solicitations in FY2020

[https://beta.sam.gov/search?keywords=&sort=-relevance&index=opp&is\\_active=false&page=1&inactive\\_filter\\_values=false&notice\\_type=o,k&opp\\_response\\_date\\_filter\\_model=%7B%22dateRange%22:%7B%22startDate%22:%222019-10-01%22,%22endDate%22:%222020-09-30%22%7D%7D&date\\_filter\\_index=0](https://beta.sam.gov/search?keywords=&sort=-relevance&index=opp&is_active=false&page=1&inactive_filter_values=false&notice_type=o,k&opp_response_date_filter_model=%7B%22dateRange%22:%7B%22startDate%22:%222019-10-01%22,%22endDate%22:%222020-09-30%22%7D%7D&date_filter_index=0)

## Search Results

- 2) at the top of the search page you will see Showing 1 - 10 of 127,625 results put that number in a calculator and click ÷ (divide)
- 3) FPDS search for Contract Actions in FY 2020

[https://www.fpds.gov/ezsearch/fpdsportal?indexName=awardfull&templateName=1.5.1&s=FPDS.GOV&q=%20%20SIGNED\\_DATE%3A%5B2019/10/01%2C2020/09/30%5D](https://www.fpds.gov/ezsearch/fpdsportal?indexName=awardfull&templateName=1.5.1&s=FPDS.GOV&q=%20%20SIGNED_DATE%3A%5B2019/10/01%2C2020/09/30%5D)



at the top bar you will see the list of contract actions you will see put that number in a calculator and click = (equal).

- 4) 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 – 2.15%. That means 97.85% are not posted on beta.SAM.gov.

Right now, you are probably asking...

## Where are the 97.85%?

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 your Federal Buyers Report with active federal buyers in your market and 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. These are the very people that will be deciding how the other 97.85% will be competed – and you need to know who those people are. The fundamental isiFederal premise: **People Buy from People They Know, Like and Trust.** 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

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**\$500\***

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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

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Client Signature

Date

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Printed Name of Authorized Personnel