

Take the 90 Second Challenge



www.isiFederal.com/90seconds

1) SAM.gov search for Solicitations in FY2020

https://sam.gov/search/?index=opp&page=1&pageSize=25&sort=-relevance&sfm%5Bstatus%5D%5Bis_active%5D=true&sfm%5Bstatus%5D%5Bis_inactive%5D=true&sfm%5Bdates%5D%5BresponseDue%5D%5BresponseDueSelect%5D=customDate&sfm%5Bdates%5D%5BresponseDue%5D%5BresponseDueFrom%5D=2020-10-01T04:00:00.000Z&sfm%5Bdates%5D%5BresponseDue%5D%5BresponseDueTo%5D=2021-09-30T04:00:00.000Z&sfm%5BtypeOfNotice%5D%5B0%5D%5Bkey%5D=o&sfm%5BtypeOfNotice%5D%5B0%5D%5Bvalue%5D=Solicitation&sfm%5BtypeOfNotice%5D%5B1%5D%5Bkey%5D=k&sfm%5BtypeOfNotice%5D%5B1%5D%5Bvalue%5D=Combined%20Synopsis%2FSolicitation

at the top of the search page you will see **Showing 1 - 25 of 124,104 results** put that number in a calculator and click ÷ (divide)

2) FPDS search for Contract Actions in FY 2020

https://www.fpds.gov/ezsearch/fpdsportal?indexName=awardfull&templateName=1.5.2&s=FPDS.GOV&q=%20%20SIGNED_DATE%3A%5B2020/10/01%2C2021/09/30%5D

at the top bar you will see the list of contract actions you will see something like this:

Results 1 - 3 of 6007865 as of Dec 7, 2021 8:56:20 PM

now, put that number in a calculator and click = (equal).

3) Move the decimal place over two positions to the right and you will have percentage of ALL contract actions that are posted on SAM.gov – 2.06%. That means 97.94% are not posted on SAM.gov.

Right now, you are probably asking...

Where is the other 98%?

Exactly. This is why monitoring awards is so important and why the [SAM.bid AMP](#) (*Advanced Monitoring Platform*) was created. Your company is built on customer relationships right? Guess what, that is exactly how the majority of federal contracts work. We can see this because 76% of all contracts are awarded to 5 or fewer companies and 38% are awarded to a single company - they call this shortlisting or sole sourcing and we all do it because it is **human nature**. Think about it... You are doing it right now... You trust your current vendors and go to them first because they have proven they can deliver. Now, you need to try SAM.bid to see if it deserves to be your trusted opportunity and award monitoring system. Try it now for free.



More 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

\$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