

# ChallengeHER

Opportunities for Women in Federal Contracting

## Did We Capture Your Interest?

If you attended our ChallengeHER event, we hope we inspired you to think about a segment of business you may not have considered previously – federal contracting. Here are ten quick steps to help you get started.

1. **Register.** Position your company by registering in SAM, WOSB repository and the WIPP directory. Register in each agencies database usually under “Doing Business With Us.”
2. **Get Information on Contract Opportunities.** Go to Federal Business Opportunity ([fbo.gov](http://fbo.gov)) and select the Advanced Search tab. If it is grants you are seeking, go to [federalgrants.gov](http://federalgrants.gov).
3. **Research Future Agency Specific Opportunities.** Every agency (listed under the small business office) posts a forecast of future needs for goods and services. Check it out.
4. **Do market research by searching SAM.** The beauty of federal contracting is that everything is public. You can find out who your potential competitors are, and what services they offer by searching SAM.
5. **Drill down to contracts by going to FPDS.gov.** The Federal procurement data system shows information such as the amount of the contract, to whom it was awarded and a description of the contract. If you become proficient with this database, you can identify which agencies to target as buyers of your goods/services AND which competitors you can target for teaming purposes.
6. **Pick three.** Agencies that you can market to based on your research. You can’t sell to the entire government so you need to identify three and work from there.
7. **Put together a marketing plan.** Think of this as a business plan for the federal sector. Through your research you have identified which agencies are good buyers for you, now you need to run the numbers and see if it works.

8. **Develop your collateral.** Marketing to federal agencies requires different capabilities documents; even the business cards need different information. Visit GiveMeFive for a webinar on how to develop your capability statement.
9. **Network, network, network.** Join industry associations and associations like WIPP who concentrate on federal contracting. Attend information sessions such as ChallengeHER, learn as much as you can and get to know other businesses that are already in the federal marketplace.
10. **Get to know the agencies.** This can come in the form of attending agency events (fbo.gov) or responding to Requests for Information (RFI)s published through FBO. RFIs are market surveys by federal agencies looking for small businesses that can do the work. By responding, you are letting agency officials know about your company and your capabilities.

For more information, contact [Procurement@wipp.org](mailto:Procurement@wipp.org)  
[www.wipp.org](http://www.wipp.org)