

10 Ways to Find Federal Buyers – Tip Sheet

Follow the tips below when you want to find and meet buyers in the federal market. You can find buyers in many locations; here are ten to get you started.

“Government contracting is not a secret, it’s just a process.”

1. Agency websites (look for org charts, strategic documents, etc.)
2. FPDS (use to identify program / funding offices and awardees)
3. Industry Briefing Decks (agencies highlight program offices and POCs)
4. Conferences (attend conferences to ‘browse’ buyers by walking halls)
5. LinkedIn (when you know a program office, search LI for POCs)
6. Small Business Professionals (ask SBPs for intros; see our directory)
7. SBA’s PCRs (Procurement Center Representatives can make intros)
8. PTACs (Maintain a relationship with a counselor to get intros)
9. Interviews (search for podcasts, YouTube videos, etc. for your buyers)
10. Google (become a master at searching Google for buyers)
11. BONUS – Teammates (have relationships with incumbents)

Remember

- Do a broad search then narrow
- Look for program offices first
- Then look for program office POCs
- End with a phone / email hunt

Watch a replay of this training session on our YouTube channel.

