

Government Contracting 'Visibility' Maturity Model

Level I	Level II	Level III	Level IV
<ul style="list-style-type: none">• Small Business Profile<ul style="list-style-type: none">○ SAM.Gov○ DSBS○ GLS• Capability Statement• Company Website	<ul style="list-style-type: none">• LinkedIn Profile• LinkedIn Company Page• Supplier Portals<ul style="list-style-type: none">○ Agencies○ Large Primes	<ul style="list-style-type: none">• YouTube Channel• Podcast• LinkedIn Engagement• LinkedIn Content	<ul style="list-style-type: none">• Blogs / Articles• Case Studies

What does it mean to be 'visible' for government contractors?

- Be 'findable' by federal buyers and potential teammates
- Help buyers and teammates 'Know, Like, and Trust' you
- Be seen as a Subject Matter Expert (SME)
- Make business development (BD) and capture easier
- Build stronger, strategic relationships with buyers and teammates