

# How to Meet Small Businesses – Tip Sheet

Follow the tips below when you want to find and meet small businesses in the federal market to subcontract under on opportunities in your sales pipeline.

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

1. Pick one core competency – be the SME they need
2. Pick a one agency to learn about (helps when choosing teammates)
3. Make your Capability Statement ‘SCREAM’ your core competency
4. Have a LinkedIn headline that ‘SCREAMS’ your core competency
5. Make your LinkedIn experience section ‘SCREAM’ SME not job hunting
6. Create a Call Plan template to guide your meetings with smalls
7. Download small business winners from your agency using FPDS
8. Use DSBS to find POC info for target smalls (e.g., WOSB, cloud, etc.)
9. Reach out using a voicemail first (have script) and then email follow up
10. Follow my 30-Day Follow Up Process
11. Attend all my LinkedIn ‘live’ trainings and engage with others in chat!

## Remember

- Failing to plan is planning to fail
- You must believe in the process
- Some will, Some won’t...
- Giver’s gain – how can you help

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

