



How to Beat the Contract Approval Process

Unraveling the mysteries of the government contract allocations

Prepared by: AJMS Consulting Group





Background

The government contract award process may seem opaque to a new entrant competing for business in a crowded market. However, AJMS Consulting has found that taking certain steps can significantly influence the chances of winning a bid.

Step 1: Consider the diversity of your firm

Holistic factors have become increasingly important



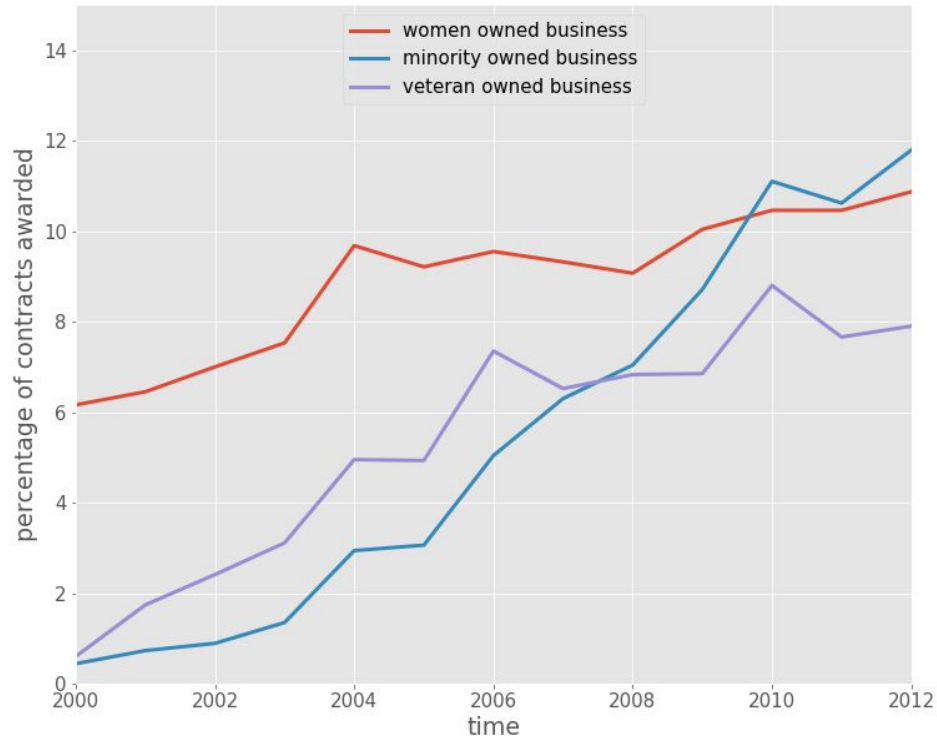


Figure 1: Women, Minority, Veteran-Owned contractors are growing in importance in contract decisions

Step 2: Address a growing need in investment

Hot sectors and services in recent years have commanded a larger share of the wallet

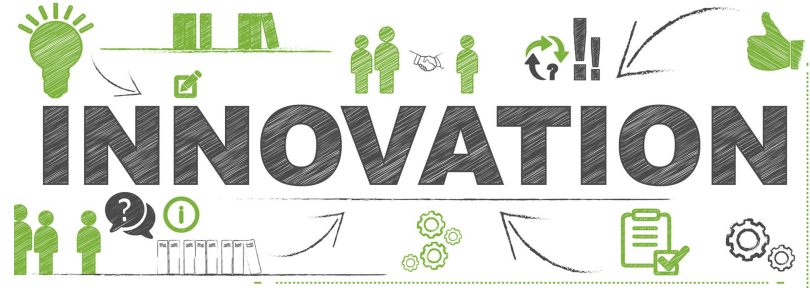




Figure 2: Prof, Sci & Tech Svcs has replaced Manufacturing spend as the largest sector from 2000 to 2016



Step 3: Develop local presence in “focus” states

Contractors in the midwest and northeast have grown in importance over time

Establishing a presence to hire local may improve odds of getting selected

Percentage of contracts per state in year 2000

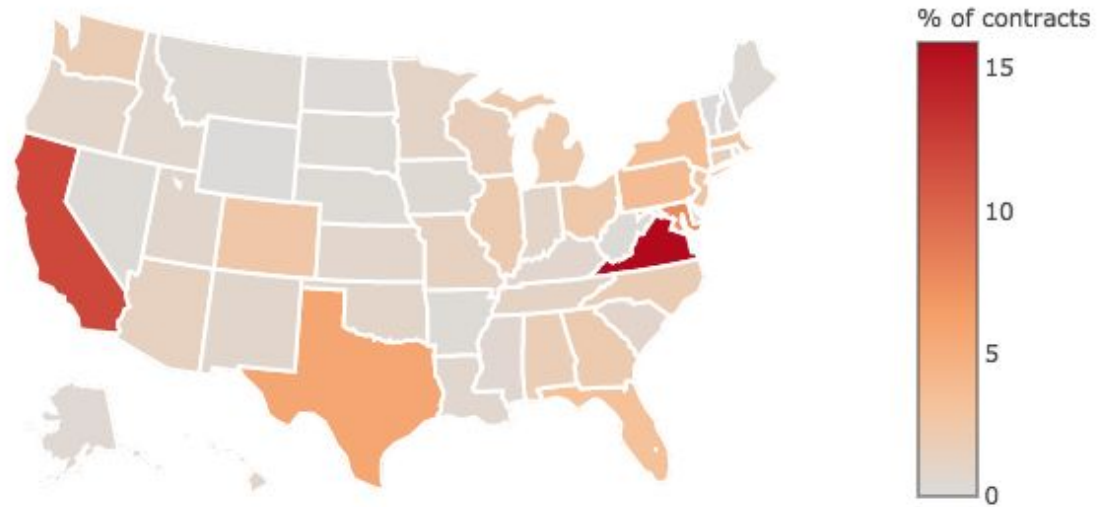


Figure 4a: Awarded contracts were predominantly concentrated in DC and San Francisco

Percentage of contracts per state in year 2016

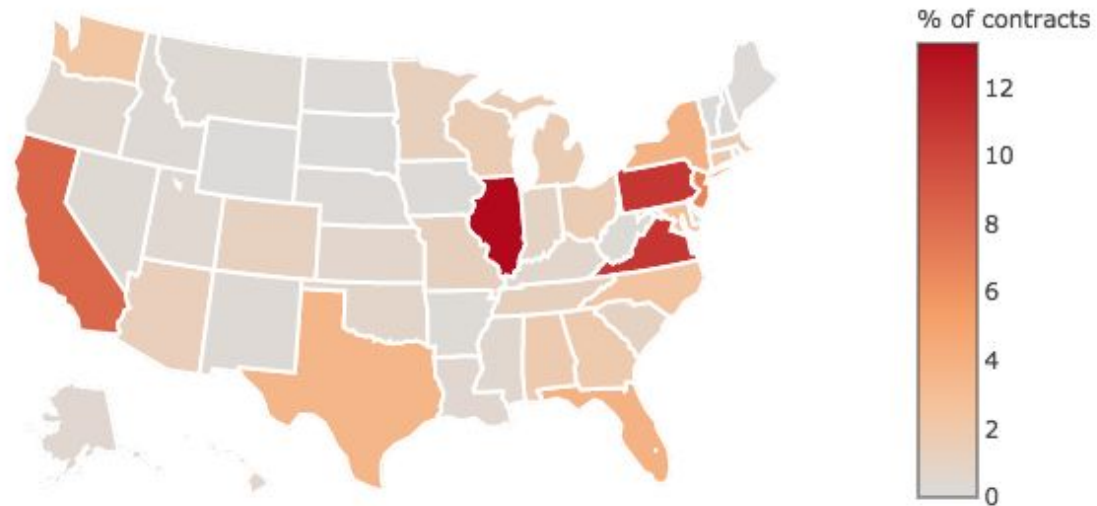


Figure 4e: Normalizing to increasing presence in the midwest and northeast areas

Step 4: Consider the timing of your contract

Most contracts are awarded before the fiscal year end
9/30



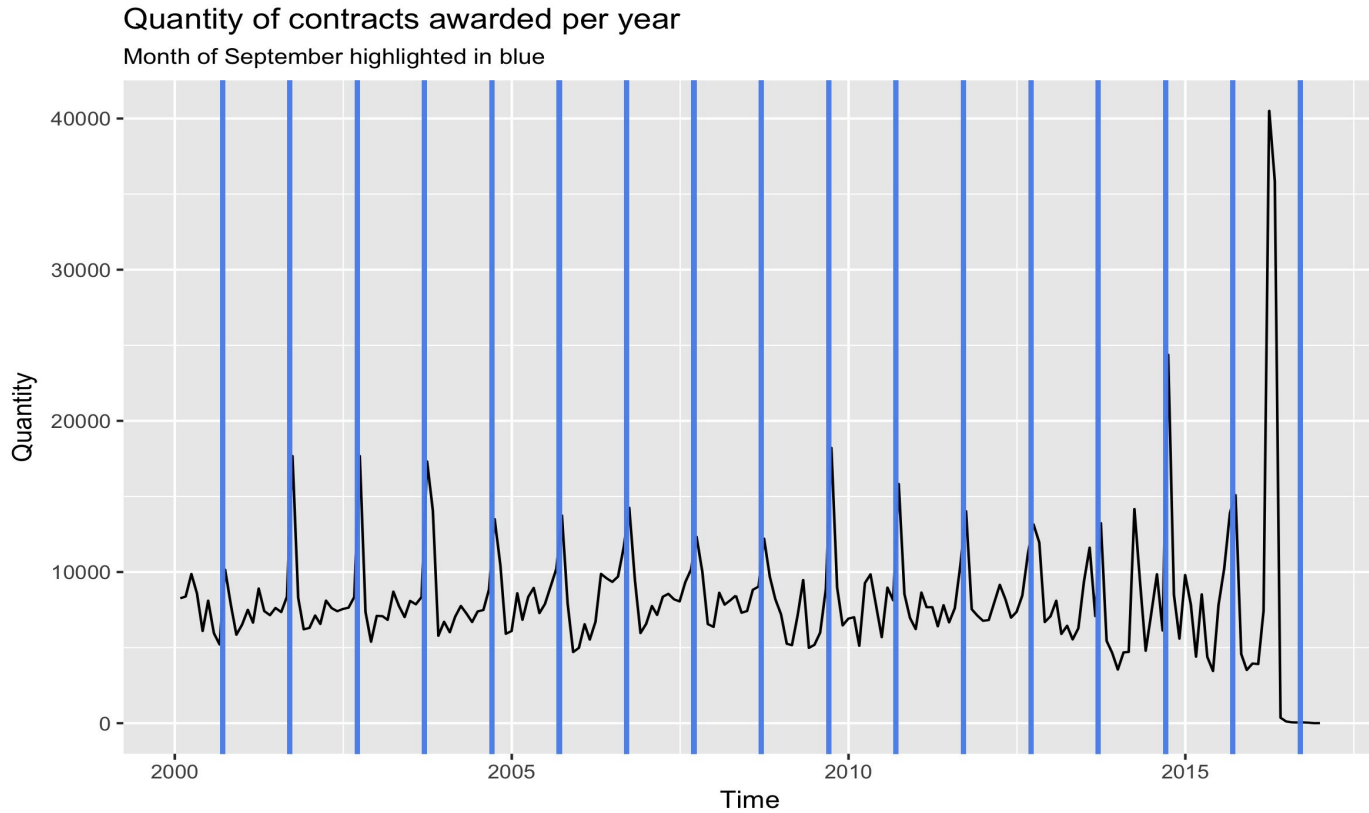


Figure 5: Seasonality of contract awards. Note the drop after the fiscal year end in Q4.



Remember the 4 D's for Contract Success:

1. Diversity
2. Demand
3. District
4. Deadlines



Thank You + Q&A

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