



WIN GOVERNMENT CONTRACTS

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**YOUR STEP-BY-STEP GUIDE TO LANDING
LUCRATIVE GOVERNMENT CONTRACTS
MASTER THE BIDDING PROCESS AND
START WINNING CONTRACTS FAST**

Step 1: Learn the Government Contracting Landscape

Understand that U.S. federal procurement is governed by the Federal Acquisition Regulation (FAR), which sets rules around competition, pricing, and contract types.

Research the types of contracts available (e.g. service, construction, products, GWACs, IDIQs) to determine what fits your business best.

Step 2: Register and Get Certified
Register in SAM.gov (System for
Award Management). This is
mandatory for any federal
contractor; make sure your business
profile, NAICS code, DUNS number,
and banking details are accurate.
Consider SBA certifications for set
aside programs, like 8(a), HUBZone,
WOSB (women owned), SDVOSB
(veteran owned) these reduce
competition by giving priority to
eligible small businesses.

Step 3: Research Opportunities.

Use databases like SAM.gov, Federal Procurement Data System (FPDS), or state/local procurement portals to find active solicitations aligned with your services or products.

Conduct market research: know which agencies need what you sell, their budgets, their mission goals, and contract history.

Step 4.Target & Build Relationships
Create a target agency list and identify key personnel: Contracting Officers, Program Offices, SBA reps, and other procurement influencers.

Reach out via outreach efforts (calls, emails, virtual meetings) to introduce your small business as a capable provider and learn upcoming needs.

Step 5: Prepare Responsive, Winning Proposals

When responding to Requests for Proposal (RFPs), ensure your submission is compliant, clear, and compelling: address every requirement shall statements), show how your solution benefits the agency, and keep response concise and persuasive. Include past performance or case studies if you're new, highlight relevant commercial or subcontracting experience to prove capability.

Step 6: Use Procurement Tools & Best Practices

Explore large purchasing vehicles like GSA Schedule or GWACs (Governmentwide Acquisition Contracts), which federal agencies use to make streamlined purchases

Understand Best Value

Procurement: agencies evaluate bids not just on price, but also quality, schedule, and past performance”follow MEAT principles (most economically advantageous tender)

Step 7: Learn and Grow After Bids

Whether you win or lose, gather feedback, refine your approach, and deepen relationships with agencies and procurement contacts

Continue positioning for future contracts government buys all the time, and your reputation builds as you go.

Bonus Page

Planning and research typically take several months. Many newcomers win their first contract in about 12-18 months from starting the process.