

# Business Development

Services focused on stakeholder business plan objectives, guided by Strategic Growth Advisors to improve and support the overall business strategy by providing business development enablement support services.

## How we work

1. GROWTH PLANNING

2. STRATEGY & PLANNING

3. IMPLEMENTATION

## Market Scan & Research



### INITIAL ASSESSMENT

- Company Products and Services Review as they Relate to Government Procurement
- Initial Federal Market Scan Based on Company Profile, keywords and NAICS codes

### MARKET RESEARCH

- Identify the Largest Federal Agencies and Buying Activities Purchasing Relevant Products/Services
- Identify Current Suppliers (Large/Small/Socio categories)
- Identify Contract Amounts
- Based on Analysis Develop a Market Roadmap (Top Buying activities, Forecast Analysis, and Key Officials)

### COLLATERAL DEVELOPMENT & MARKETING

- Analyze Marketing Collateral (including website) for Federal Contracting (Recommend Changes)
- Coach and assist with Client Interactions (i.e. agency officials and small business representatives)

### PIPELINE DEVELOPMENT

- Identify Relevant Expiring Contracts and Forecasted Opportunities
- Analyze agency forecasts
- Develop Competitive and or Partnership Strategy Introduce Tribal 8(a) clients Explore JVs
- Assist BD Team in Execution

## Leveraging Small Business Socio-Economic Status

SGA supports all socio-economic categories in the SBA's small business programs, leading to various opportunities not available in the open market.



# Unlocking Business Opportunities

## SGA'S NETWORK ACTIVITIES INCLUDE

- MP JV Partnerships
- Partnering Opportunities
- Leverage Consultants

ESTABLISHED THROUGH STRATEGIC RELATIONSHIPS

## SGA DATA ANALYTICS

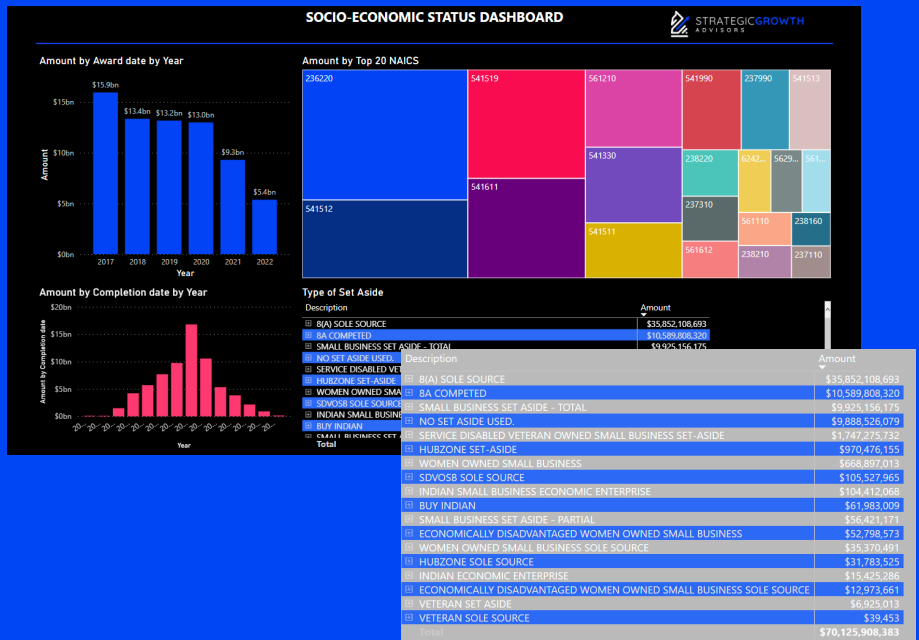
## ESTABLISHED THROUGH DATA ANALYTICS

- Researching Qualified Opportunities
- Robust Filtering
- Leverage Existing Network
- Contact Contracting Officer Rep, Contracting Officer, Prime CO POC
- Utilize Executive Consultants

## SGAInsights

Strategic Growth Advisors has developed a tool that consolidates data into a single web portal with customized dashboards, providing quick and efficient nested data.

SGAInsights™ provides direct links to SAM.gov and identifies expiring contracts, active Federal government POCs, and much more, streamlining the capture process.



Watch SGAInsights™ Intro Video

## How SGA Can Help

- ✓ Understand the market and know where you're trying to go.
- ✓ Ensure your marketing material is rock solid and everything flows well from the marketing slicks, websites, power points etc... This sounds obvious, but sometimes the material with companies do not flow
- ✓ Make sure you have a professional proposal team that is ready, and you have a plan to respond to sources sought, RFIs, proposals etc...
- ✓ Ensure you understand the procurement lifecycle so you can make the correct decision as you are developing opportunities.

## About Strategic Growth Advisors

SGA is one of four sister companies that all provide enterprise business support in the areas of Business Operations, Business Development, Small Business Advisory and M&A Advisory. SGA offers on-demand business development enablement and helps Tribal 8(a) organizations & small businesses scale through strategic partnerships & portfolio offerings at a fraction of the cost.



LEARN MORE

