

RETAINER OFFERINGS

Business Development

Unlock your business potential with our cutting-edge development offerings! We provide tailored strategies, innovative solutions, and expert guidance to accelerate growth, optimize performance, and ensure sustainable success for businesses of all sizes.

**ASSESS THE COMPANY FOR THE DESIRED MARKET**

Assessing a company's potential in the desired market is a crucial step in the business development process. SGA will carefully analyze a company's current market position, its competitive advantages (certifications, qualifications, past performance), and its target audience. By mapping out these factors, SGA resources can identify opportunities to capitalize on and develop strategies to reach the desired market. SGA assessments are once every 6-months to enable companies with measurable information for maximum returns.

**IDENTIFY, DEVELOP A PIPELINE OF OPPORTUNITIES**

SGA will identify and develop a pipeline of opportunities for your review, enabling your business to grow and succeed. SGA's pipeline process involves researching potential customers (agencies, commands, funding sources, industry days), analyzing their needs, and creating strategies to meet them. It also involves assessing the competition, understanding the market trends, and determining how best to position your company to be successful. By having a clear strategy in place and continuously monitoring it, working with SGA can ensure that you are always prepared to capitalize on new opportunities as they arise.

**ADVISING AND QUALIFYING TEAMING PARTNER OR JOINT VENTURE SOLUTIONS**

Finding the right teaming partners can be a challenging task. SGA's focused consideration of the skills and resources needed to achieve your success is the primary driver when assessing a potential teaming partner. SGA prioritizes partners with similar goals and objectives, has complementary capabilities, supports past performance, and can provide mutual benefits. By taking the time to identify, evaluate and qualify teaming partners who are a good match for your company, you can ensure that your contracts will be successful and mutually beneficial.

**CAPITALIZE ON SOLE SOURCE OPPORTUNITIES**

For companies that are certified in the SBA's small business programs, sole source opportunities are an essential part of the procurement process. Sole source opportunities allow the Federal government to secure goods or services from your company without going through a competitive bidding process. This can benefit the government and your company, allowing for greater efficiency and cost savings. In addition, sole source opportunities are directly negotiated with the respective government contracting office. SGA's experiences in these areas will guide you through the process as we follow the guidelines outlined in the Federal Acquisition Regulations. When a company is not in the SBA's 8(a) program, SGA will make introductions to our 8(a) clients as needed (and vice-versa) for the opportunity to leverage the larger sole source opportunities.

**QUALIFY OPPORTUNITIES THROUGH SGA'S BUSINESS ANALYTICS, RESEARCH, AND CAPTURE ACTIVITIES**

SGA's service of Qualifying opportunities is designed to complement your company's expertise. Using SGA's business analytics (SGAInsights™), the art of assessing the potential of a given opportunity is thoroughly discussed to determine if it is worth pursuing. The process of qualifying opportunities involves analyzing the different aspects of an opportunity, such as its market size and potential, customer base, competition, pricing structure, etc. It also requires evaluating the resources needed to pursue the opportunity and understanding how it fits into the overall strategy. By considering all these factors, SGA's team will provide recommendations on which opportunities are worth pursuing and which should be avoided.



MARKETING YOUR COMPANY TO THE GOVERNMENT

SGA's business development services will market your company through cold calls and support your team with sources sought responses /RFI (unless your company engages SGA's proposal team to provide turn-key responses). This activity is necessary for building or enhancing your company's name recognition in program offices, contracting offices, and small business offices within your target market. This is a particular area where SGA's services begin the process of utilizing information from the data analytics of SGAInsights™.



DIRECT AND OPEN COMMUNICATION/FEEDBACK

To ensure that SGA's services are meeting your expectations, we encourage client continuous feedback throughout each month. Additionally, one meeting per month will be scheduled specifically for this purpose. We recognize that every small business is unique and hold ourselves accountable for adding value to your company's purpose. By leveraging client continuous feedback, SGA can deliver better results in a shorter amount of time while maintaining a high level of customer satisfaction.

SGA is staffed with personnel and consultants who have been in the "business owner's seat." We're passionate about our activities and focus areas with the mindset that we are configured to strategically assist in growing your company. This is our commitment to you and why we have it at the top of our list.

Retainer offerings are committed to by client on a **12-month term** basis.

Incentives for sole source contract awards will be defined in the Definitive Contract Agreement.