



# The Ultimate Guide to Fiscal Year 2017 Government Sales

What You Need to Know About the New Year and the New Administration



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# Part 1: Fiscal Year 2017 Myth vs. Fact



A lot of information circulates about government contracting. The media talks about billion-dollar government contracts, particularly in the defense industry, but that does not always translate into direct dollars pouring into your company.

Before you dive into the new fiscal year and new prospects, you will need to separate some of the most common myths from the facts about capturing your government contracts.

## **Myth or Fact: GSA is expected to release thousands of task orders in the first quarter.**

**Fact:** Multiple large companies have confirmed this release, but it has not come directly from the Government Services Administration (GSA). The information is reliable, but a lot can change between intent and implementation. If these task orders do materialize on schedule, thousands of opportunities to bid may be coming up very quickly. With so much potential business in the pipeline, you need to be ready to meet that demand. Are you **READY** to scale quickly and manage that many Task Orders in a repeatable managed system?

## **Myth or Fact: All government spending will go up.**

**Myth:** So, some programs will absolutely be increasing the spending, BUT, in order to not raise taxes too much, it is impossible for government spending to go up across all sectors. Some areas will see a big boost to government spending, but others might see shrinkage.

The most likely areas for increased spending include:

- Defense spending
- Department of Homeland Security
- Infrastructure, roads and rails
- Cyber Security

Recently revealed issues with cyber attacks originating from other countries, clearly showcase the need for added attention to cyber security issues. With the new administration talking about a more aggressive military stance, the government is likely to order the three B's, "Bombs, Bullets and Band-aids", but a lot less in the way of administrative and social agencies like the EPA and others that don't directly relate to the Military.

With healthcare spending minimization a big agenda item, you should expect to see less money earmarked for these areas. Another issue to watch for is the concept of "draining the swamp."

From reducing corruption to getting rid of expensive government programs, this phrase may be applied to many government agencies through Washington. By reducing bureaucratic oversight, many agencies may see a much-reduced budget line, resulting in more competition for fewer contracts.

## **Myth or Fact: Change will happen overnight.**

**Myth:** Things often move more quickly in business than they do in government. Even with a president who has a lot of business experience, government processes are likely to slow down implementation. Do not expect promised change to materialize overnight: The wheels of government grind slowly and only with the backing of Congress.

The first step toward making any campaign promises a reality starts with developing the budget, but the next step is actual approval. Even though some initiatives might be fast-tracked, the overall process is likely to take a long time.

## **Remember, predictions are not facts.**

You cannot know what will happen with government contracts; all you know is what candidates promised during the election cycle. Many promises were made, but many may not make it to implementation. Task orders will be released in the first quarter, but the number of them remains unknown; it really is a waiting game to see what materializes, and how many of these opportunities will result in an actual award.

While you cannot know what will happen, you can be prepared. By looking closely at the areas most likely to garner big budget increases, you can start "Shaping" the deals you intend to pursue and tweak your capture management goals to adapt to possible changes. If you can anticipate likely government spending, you can stay ahead of the surge.

# Part 2: The Fiscal Year 2017 Government Spending Picture



The government budget is limited to the amount of taxes collected + the amount of debt our Country creates, which means there are only so many dollars to go around. With all of the rhetoric surrounding military build-up, it is likely the new budget will have significant changes to spending initiatives. To keep your business bringing in those important and lucrative government contracts, you need to look at likely areas for a budget boost.

Military and Homeland Security initiatives are a big part of the campaign platform that elected Trump; this should be an area pushing a lot of business for government vendors and contractors, but it is not the only place to look for new contract opportunities.

## Military and Defense Spending

One promise that was repeated throughout the campaign trail was bolstering the military and removing the defense sequester. This change will create a whole new budget for the military, with much of it geared toward spending in key areas. In total, Trump plans to spend between \$500 billion up to \$1 trillion more on the military in areas such as,

- New planes for the Air Force
- Additional battalions for the Marines
- New Navy warships
- Supplying up to 160,000 additional troops

These goals are in addition to spending on the Missile Defense System and Cyber Security.

In addition to direct military spending, the Department of Homeland Security may be looking for contractors. Promises to beef up border security may translate into facial recognition software, additional checkpoints and more security forces needed to maintain the integrity of the U.S. border.

## Improvements to Infrastructure

Although military spending has dominated a lot of the campaign conversation, infrastructure is another element President Trump has pushed. The President acknowledges the need for improvements to roads, bridges, ports, airports and other major systems, meaning there could be a lot of spending on construction projects. That change would be good news for civil engineering firms, construction companies, raw materials suppliers, architects and other businesses with associated products and services.

Given the new President's plans, this spending could easily reach the same level as military spending, driving a lot of revenue to companies who land portions of these projects.

## Energy Add-Ons

Another area that may see a sudden windfall is the energy sector. If President Trump follows through on his plans to make America the dominant player in energy production, he could open up a lot of potential areas for growth. With coal and natural gas the two most common sources of energy in this country, mining companies and any business in the supply chain could see increased opportunities.

## Areas to Avoid

When one budget line gets bigger, another must shrink. For every dollar going to defense spending and infrastructure development, one must deviate from areas like education, healthcare and social programs; with these agencies facing big budget cuts, competition for the remaining contracts will be fierce. Fewer contracts but the same number of service providers means that some businesses will lose contracts in the coming year.

Now is the time to prepare for these changes in government spending habits. If you can pivot your products and services to work for the defense industry or architectural investments, you can continue to draw in prospects and win contracts. If not, you need to be even more careful during your capture management process to dot every "I" and cross every "T."



## Part 3: Predictions for Fiscal Year 2017



Political change leads to economic change. Every election cycle sees new initiatives move to the forefront of the budget, as well as process changes that can lead to big opportunities. By being proactive about your capture management process and creating a repeatable ISO-like sales process, you can get your team ready for the changing landscape.

Here are a few predictions about what to expect over the next four years – and how to get ready to capitalize on the changes.

### **Military Spending Will Increase**

President Trump's plan for the military involves sweeping spending across all branches and within infrastructure. From training an additional 160,000 troops to investing in new ships and planes, potential spending could hit \$1 trillion over the next 10 years. While the current president cannot serve for an entire decade, he can, for at least the next four years, propose budgets that will affect funding beyond his time in office.

### **Finalized Spending Dates Will Be Announced**

Agencies often hoard budget dollars to help minimize disruption when a new fiscal year leads to holdups and budget disagreements. Some appropriations bills never get funded as Congress takes on the monumental task of balancing the American budget. This can lead to funding gaps and contracts that never finalize. With finalized spending dates announced, you'll know when contracts will come through, so you don't waste time on missed opportunities.

## Look for Consolidated Task Orders

Another big change to anticipate is the way agencies handle task orders. Instead of thousands of small task orders, look for fewer, but substantially larger, task orders. Minimizing the number of task orders reduces the administrative burden. It can also be an opportunity in disguise. Many companies may not have the capacity to fill these larger task orders, making partnerships look more appealing.

## Increased Small Business Set-Asides on the Horizon

The government has always made [supporting small business a priority](#), with a certain number of contracts available only to small business providers. With the new administration, it is likely that there will be even more set-asides for small business than ever. President Trump pushed economic recovery as a major platform, and these set-asides are one way to make good on campaign promises.

## Terror Is a Critical Government Concern

A strong stance on Terror is another item that will trigger more spending. Illegal immigration became a major talking point during the election, and a critical part of the successful campaign. While many are doubtful about the likelihood of a literal wall along the U.S. border, there may well be a digital one in development. Technologies like facial recognition software and more sensitive scanning technology, along with a larger presence at the border and additional checkpoints, are not impossible. Look for more contracts coming from the Department of Homeland Security to support these efforts, especially in the technology sector.

A lot of promises made during elections never materialize. The chronic issues facing the VA are an excellent example. VA Secretary McDonald faces calls for his resignation after an unfortunate comparison of VA wait times to waiting in line at Disney. The VA has consistently failed to address the lengthy delays that face veterans awaiting treatment, but in other areas, it has made tremendous strides forward, dramatically reducing the number of pending disability cases up for review.

As you wait to see the outcome of the latest VA issues, you'll also get a chance to see how many other governmental promises come to fruition.



## Part 4: Your Fiscal Year 2017 Checklist



The most important thing you can do is take a long look in the mirror and ask the question: Am I ready for fiscal year 2017? Maybe not - status quo may not be enough to be ready. You know a surge in government spending is on the horizon, but you may not have everything in place within your organization to ride the wave.

For instance, the reality is that an increase in defense spending means less money to go around in other areas. Competition will be fierce in areas where the opportunities are fewer. To get ready, make sure you've checked all of the boxes on this list to prepare your capture management process for the shift in government spending.

### ☐ **Assess Your Capture Management Process**

Before you can start planning for new opportunities, you need to know you can manage prospects from the first contact all the way through to the award and beyond. That starts with a long and honest look at your existing capture management process.

Are you using the [right software](#)? Do you have a team that can grow with your opportunities? Can your software find the weak links in your pipeline, and help with the planning to plug the gaps?

### ☐ **Line Up Workers**

Your current team can handle your existing capture management needs, but what happens when 30 prospects balloon into more than 100? You'll need more staff, in a hurry. Until those prospects materialize, and you can accurately assess your needs going forward, it may not make a lot of sense to hire new full-time people.

Instead, hiring **experienced consulting** help, with expertise specific to the agency you're courting for new contracts, might be helpful. Not only do you rapidly get a consultant up to speed, you also gain access to expert help at a **fraction of the cost of a new employee**.

Plus, you can control costs. If, against all predictions, defense spending remains static, and the budget remains largely the same, you can let the consulting help go without the expense of unemployment.

## ❑ Integrate Process and Platform With CRM

When you have the right people and the ability to scale your capture management team, you also need the right tools. You'll want something that does more than just a spreadsheet. As the number of prospects grow, you'll need a CRM-Pipeline solution specifically geared toward government contracting.

**Capture Executive software** helps you track every prospect and contact, so you know where you are with every deal. That is valuable information when working with consultants and your in-house capture management team. The more you know, the more you can plan and prepare.

## ❑ Develop the Right Partnerships

Now is the time to start looking at partnership opportunities. When your internal process is as ready as you can get it, it's time to start looking outward. If you don't have any contracts with the Department of Homeland Security, it might be time to start wooing a company that does for a potential partnership.

The same is true for military contracts or infrastructure. If you pivot your offerings to meet changes in government spending patterns, a partner with an existing relationship with these agencies can be invaluable.

## ❑ Get Proposal Help

Remember the need for more workers? It's never more important than when looking at proposal preparation. All the upfront work you do comes down to that final document. If it isn't perfect, you could miss out on an ideal opportunity. Even if you have enough people to handle the day-to-day capture management tasks, make sure you can also handle the surge in proposals. Have Consulting companies lined up with agreements in place so when you do need surge support, you can simply reach out and have immediate support.

## Part 5: How to Find the Right Opportunities



In the coming years, there will be lots of opportunities for businesses that depend on government contracts. But how do you find the ones you can successfully capture?

Though federal contracting opportunities are made public, it can be cumbersome to go through all the information. That's why government contractors need to make better use of the resources and tools available to them. This way, they'll never miss an opportunity.

### Public Sources

To find the right contract opportunities, you must know where to go and how to search. There are a lot of sources, and some will have information others won't. That makes it all the more pivotal to check all of them.

Some main general public sources include:

- **Federal Business Opportunities (FBO.gov):** [FBO.gov](https://www.fbo.gov) is a good place to start. All new government solicitations are posted here. The only opportunities that aren't are classified ones, such as jobs for NSA, SOCOM, 3-Letter or other secure requirements.
- **Federal Procurement Data System (FPDS.gov):** [FPDS.gov](https://www.fpds.gov) tracks all government contracts.
- **USAspending.gov:** Designed to enhance government transparency, [USAspending.gov](https://www.usaspending.gov) is where all **awards of more than \$25,000** are published.
- **System for Award Management (SAM.gov):** Anyone who's registered to do business with the federal government has registered on [SAM.gov](https://www.sam.gov).

There are other public sources that focus on certain sectors and business types, such as:

- **Agency websites:** Though some are more detailed and up to date than others, specific agency websites usually publish new opportunities for businesses. They'll also publish other things of interest, such as small business forecasts and work charts.
- **Military websites:** Each branch of the military maintains its own site for announcing opportunities. For instance, the Air Force lists its available contracts through [Air Force Acquisition](https://www.airforce.mil/contracting).

- **Dynamic Small Business Search Database (DSBS):** This [database](#) shows opportunities available to small businesses.
- **DATA.gov:** [Data.gov](#) is an expansive database that provides a foundational platform for any research needs, due to the number of topics covered.

## Paid Sources

If you decide you need to hire a paid “Accumulator” source, look at which tools fit your team, industry and budget best. If you choose the right one, an accumulator can be useful because it can give you information about opportunities quickly.

There are many paid Accumulators out there, including:

- [GovWin](#)
- [Govini](#)
- [EZGovOpps](#)
- [Bloomberg Government](#)

It’s worth noting that these business intelligence tools do present lots of information, but they may not be as current or accurate as you need. Some opportunities may be outdated, while new ones may not be listed. So, it’s a good idea to use more than just one tool.

## How Should You Look for Opportunities?

For any business, you most likely have to go through lots of sources to fully understand what opportunities are available. You could do this manually, but that may take up too many resources.

You could pay one of the sources listed above to aggregate all that data. These one-stop shops offer convenience and efficiency, but they don’t always have the best data.

The fact is that such accumulators miss some things, such as what’s going on with the president’s budget. After all, all opportunities start with the president’s budget. For example, if you’re in the IT industry, you should be reading [Exhibit 53 and 300 from the White House](#) to see how IT investments are being made.

Also, remember you need a way to manage and capitalize on this data. Some of these business intelligence tools have a small capture management module, but this is NOT their main business and usually are not as strong as you require. It’s better to find a product that is built specifically for capture executive software.

## Winning Government Contracts

Winning any government contract requires business intelligence, a repeatable sales strategy and a good proposal management process.

In addition to public and paid sources, use your network to learn about potential partners and incumbents. Build a pipeline and implement a formal [capture management process](#).

In the end, it’s a combination of tools and resources that gives you the best chance — not just one. That’s because you don’t just require information on where an opportunity is. You need to find out how real that opportunity is — and how to go about winning it.

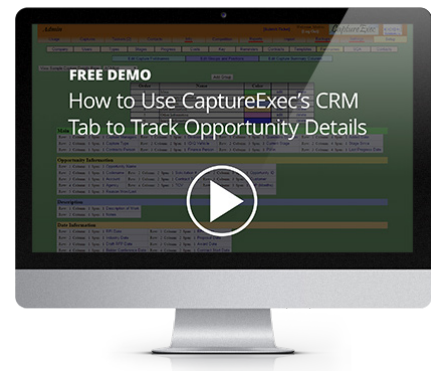


# Ready to See CaptureExec in Action?

Recording and tracking information for potential and achieved captures plays an integral role in achieving an effective Capture Management process, which is why Capture-Focused CRM solutions have become necessary for success.

## Our Short Demo Will Show You:

- Which opportunity details your Capture Executive should be tracking, including Capture Manager quotas, division allocations, key dates, and more
- How you should organize and manage these details
- The need of unlimited user-definable fields within your CRM - and how to optimize their use
- The importance of shared, customizable editor roles within your CRM



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