

Membership Cost (theSME)



Dear [Supervisor's name],

I would like to purchase a yearlong membership from **The Pulse of Government Contracting**. This membership will enable me to access on-demand, pertinent Government Contracting information to better organize my business development strategies.

The resources, research and tools I would receive as part of membership are tailored to Business Developers like myself and will allow me to gain actionable insights into the research and trends that impact our company's ability to identify, shape and pursue Federal contracts.

Membership to this platform offers me the chance to identify, understand, and download federal market intelligence that we can use to:

1. Optimize our federal business development pipeline
2. Pursue specific government contracts
3. Prepare our proposal responses
4. Bolster our federal government communication strategy
5. Stay up-to-date with the everchanging federal landscape

Use cases for membership include but are not limited to:

- Reviewing the Weekly Digests for industry days, awards, and announcements for active solicitations (RFPs, RFQs, RFWPs, etc.) our team might have otherwise missed, and to provide general situational awareness into market spaces of interest
- Daily reading of the GovCon Stream to keep aware of Government Contracting movements (announced RFIs, industry days, awards, LSJs)
- Searching for customer-pertinent language and historical federal program information to use in our capture and proposal efforts through the Federal Government Library
- Using Special Reports to clarify and understand complex industry topics
- Using the Scheduler to supplement our internal workforce without any extra cost
- Identifying and tracking new federal bid opportunities through Part9, an interactive search platform used to generate custom-tailored pipelines

I am seeking sponsorship for the yearly membership fee of **\$5000/year theSME**. After reviewing the marketing materials, I have determined the critical nature of these offerings. The opportunity for me to gain supplemental knowledge in specific areas of business development is a wise investment, which will yield rich dividends for our company. A breakout of the features and benefits of **theSME** membership can be seen in the table below.

Sincerely,

NAME

theSME	
Features	Benefits
Scheduler	This feature provides our premiere members with an ongoing advisory relationship with The Pulse of GovCon and assistance in answering your GovCon specific questions. Members get two 30-minute sessions (that's built-in consulting!) a month included in membership. Ask about market insight, proposal questions, opportunity specific inquiries, etc.
Part9 (Beta)	The biggest benefit from theSME membership is access to our interactive search platform, which uses custom logic from BD professionals (<i>not touristy software engineers</i>) to translate the Government's terms into what you need for your pipeline. We've taken out the data analytics so you can populate your pipeline with the information you need. Export all scraped information from beta.sam.gov directly into Excel, CSV, or Text. In addition, few everything from legacy fbo.gov. More sources coming soon!
FedGov Library	A growing one-stop shop where you can directly access an assortment of FedGov documents (to include Industry Day slides and presentations) that have been presented to Industry throughout the years. Current count is over 600 documents across various agencies and throughout the sectors. These documents can be used in gate reviews, identifying the customer's needs, wants, and biases, and infusing customer language into your proposals.
GovCon Opportunity Stream	The GovCon Opportunity Stream provides "snapshots" of contract updates as they happen. Don't miss an opportunity you could have included in your pipeline! By keeping it at a high level using a basic formula, you can easily scan other, non-customer agencies to see what type of work they are releasing. Use this information to help shape opportunities. In addition, see who is winning the contracts in your wheelhouse.
Weekly Digest	Take advantage of our weekly reports, covering Contract Updates, Events, Federal News [<i>FedGovs on Funding, FedGovs in the Court Room, FedGovs on the Move, FedGovs Memos, Legislation & Regulations, OIG, GAO & Congressional Reports</i>] and Industry News [<i>GovCon M&A, GovCons in the Court Room</i>]. Make informed BD decisions by connecting the news and policy updates with contracts you are shaping.
Special Reports	Our focused federal market intelligence reports help you understand the trends that make an impact. These reports include Pipeline Playbook (12/year) : A unique workbook curated with your federal business development needs in mind and Analysis and Breakdowns of Government Spending and Industry Trends (4/year) : Analysis of Federal Agency obligations, spending, and trends to assist with your business development, customer relationship, and government affairs strategy.