

# 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, RFPs, 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 membership fee of **\$5000/year or \$600/month** for **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
<b>Scheduler</b>	SME members establish an on-demand advisory and assistance resource from the moment they sign-up. This module comes at no additional cost to the member and is effective in getting quick answers to a Government Contractor's specific question. Each member receives two 30-minute sessions a month.
<b>Part9 (Beta)</b>	A patent-pending, easy-to-use interactive search platform that helps the Government Contractor build custom business development pipelines. Part9 also allows users to customize their weekly digest and set their Federal Agency and NAICS preferences.
<b>Training</b>	Each SME member can sign up to 5 members of their company per training module – for free – including those already available in our shop.
<b>FedGov Library</b>	A growing federal knowledge database containing over 950 federal presentations and resources relevant to the Government Contractor. Search, download, and access pertinent information across defense and civilian historical and future programs-of-record, requirements, and initiatives.
<b>GovCon Opportunity Stream</b>	A successful Government Contractor requires up-to-the-minute federal opportunity, contract, and event announcements and updates. Our live opportunity stream pulls from industry-specific sources (i.e. GSA Schedules, beta.sam.gov, grants.gov, and many more) as they happen and provides the direct links to the information your business development team needs.
<b>Weekly Digest</b>	Insider and SME members receive market intelligence to their inbox every Friday. Our weekly digests are curated to be relevant to the productive Government Contractor. SMEs can customize and tailor their weekly digest through their Part9 Digest Preferences based on their Federal Agency and NAICS preferences
<b>Market Intelligence Reports</b>	We deliver federal market intelligence reports that empower a Government Contractor to be proactive – not reactive – when it comes to navigating the federal procurement marketplace. Our focused reports contextualize the data you need to meet your growth and business development targets.