

Lunch & Learn: Take a Bite Out of GovCon

Preparing for Q4

DEVELOPED BY THE PULSE OF GOVCON | June 2023



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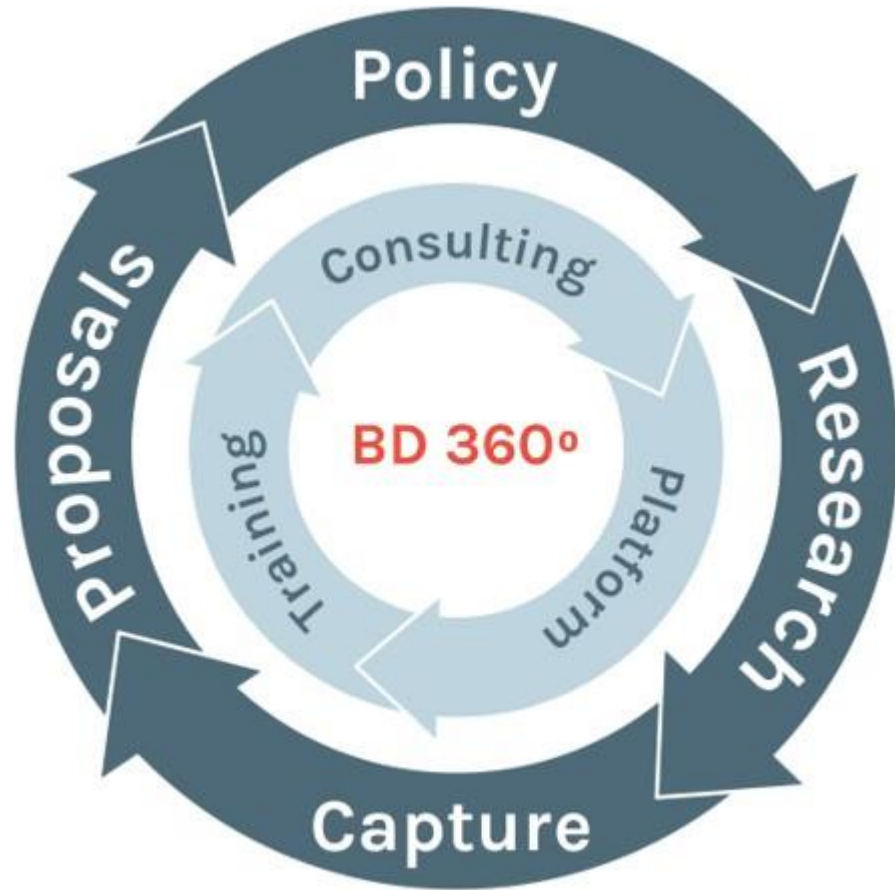
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This intensive includes instruction, dialogue, and practical exercises across four primary modules. Participants apply these valuable skills during several hands-on exercises and daily activities.

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About The Pulse of GovCon



The Pulse of GovCon is a technological research and advisory firm that empowers Government Contractors through our **BD 360° Solution**.

- Educational Platform
- Dedicated Federal Consulting
- On-Demand and Customized Training

What's on the Menu Today?

There is lots of information about Q4, so how do you ensure your sales team focuses on the right stuff?

First, we'll tell you **what the data says** on who is buying, what they're buying, and how they're buying it in Q4. Then we'll give you some **tips for maximizing your BD efforts in Q4**.

This is the art of turning data into action.



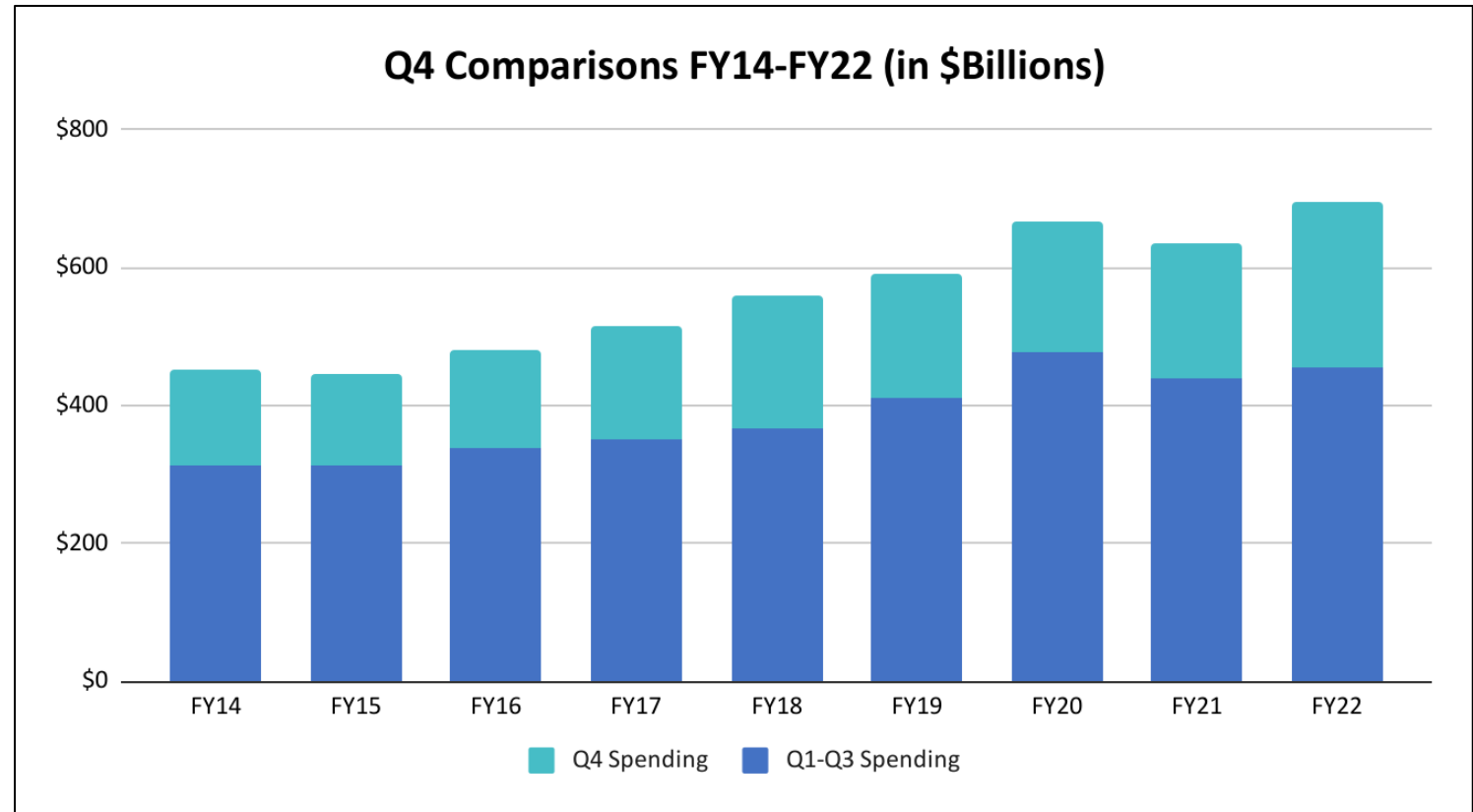
What Does the Data Say?

The Q4 Contracting Sprint

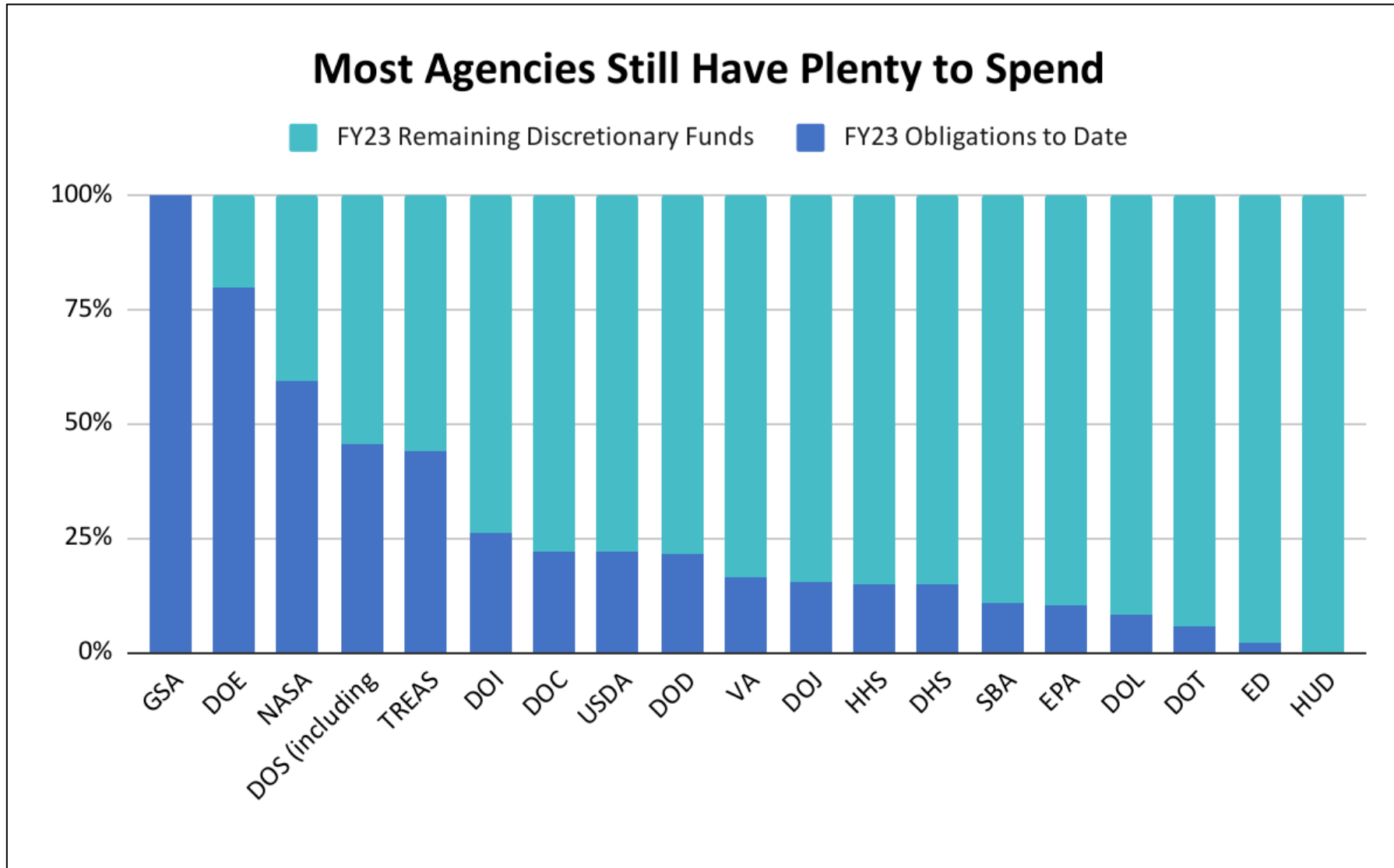
On average, 31% of the Fiscal Year's obligations are made in Q4.

Spending in Q4 accounted for 34% of total contract obligations in FY22.

Industry should expect this trend to continue in the final months of this Fiscal Year.



80% of FY23 Funds are Still on the Table



Only GSA, DOE, and NASA have obligated more than 50% of their available discretionary funds for FY23.

Additionally, eight agencies we reviewed have obligated less than 20% of their available funds.

Agencies have money left to spend a little time to spend it!

Note: DoD has a 90-day reporting delay. These data do not include Q3.

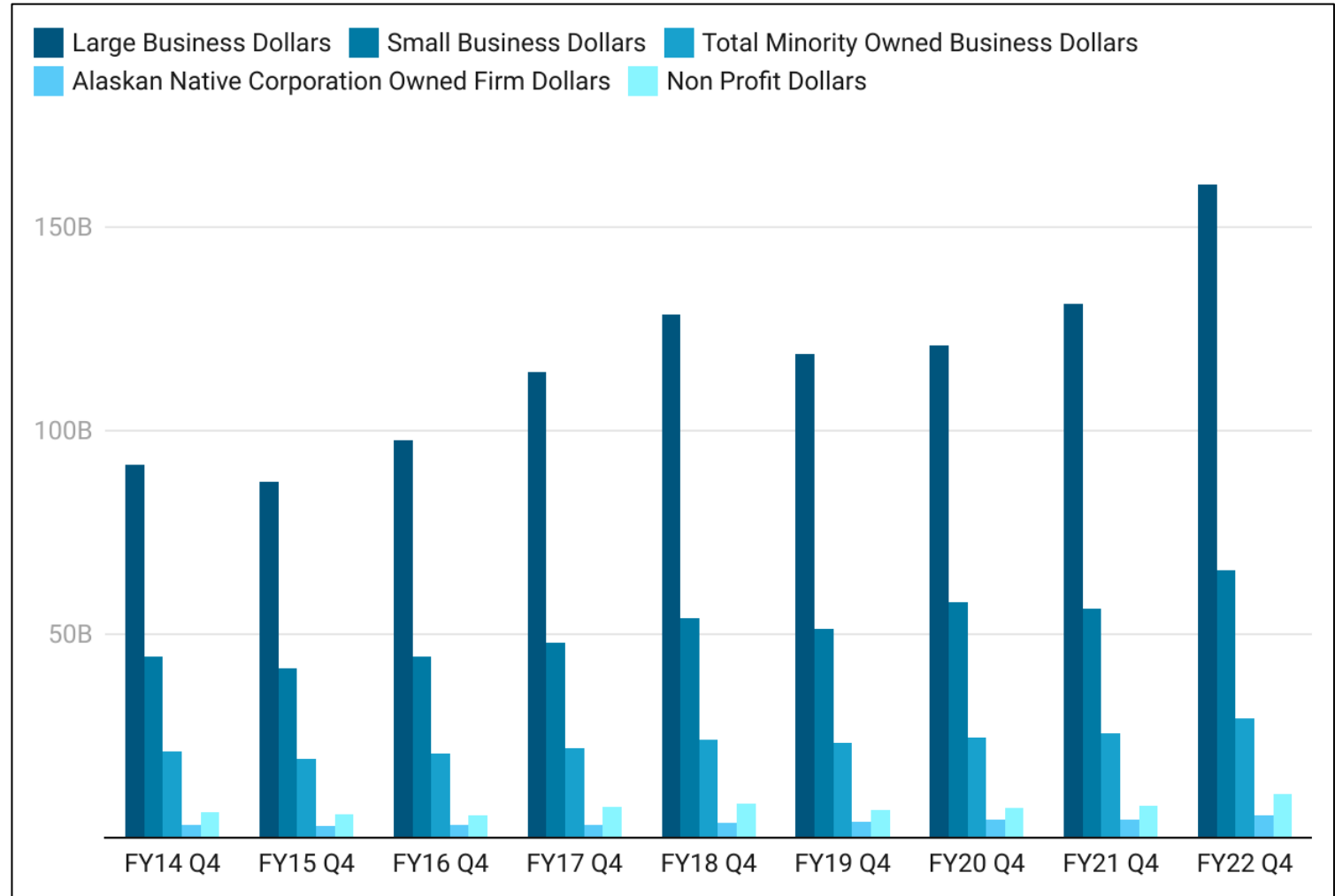
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The Lion's Share of Q4 Spending Goes to Large Businesses

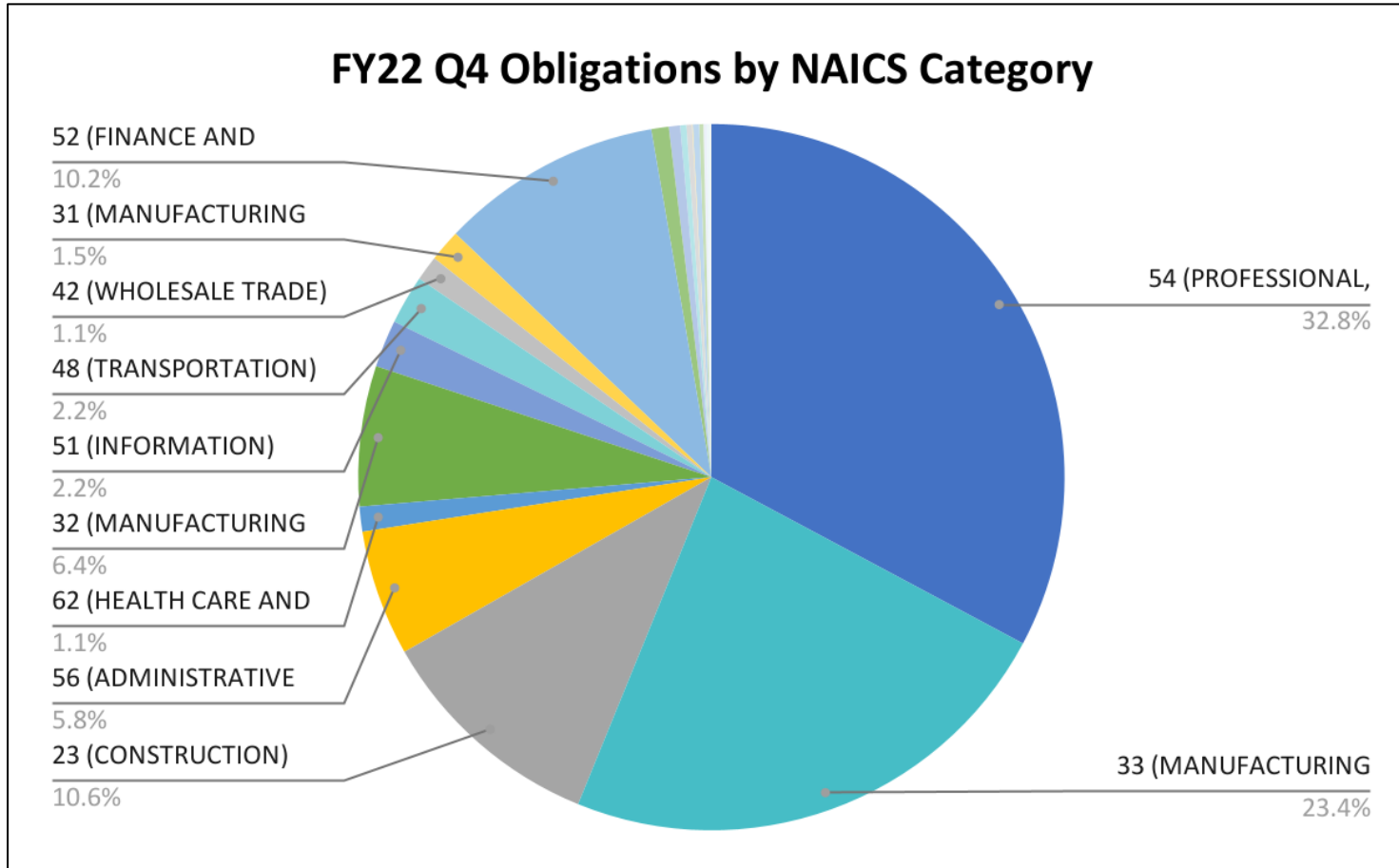
More than half of Q4 spending has gone to large businesses since FY14. We don't expect this to change in FY23.

Pro Tip!

None of the 21 agencies we studied have met their small business goals for FY23. Don't be afraid to leverage your socioeconomic designations for sole source opportunities in the next three months!



Professional Services are the Government's Favorite Thing to Buy in Q4



Nearly $\frac{1}{3}$ of Q4 dollars in FY22 went to **NAICS Category 55 - Professional, Scientific, and Technical Services.**

Another 23% went to **Category 33 - Manufacturing.**

If you work in these categories, expect an influx of opportunities in Q4 this year as well!

How Can You Maximize Q4?

Make it Easy

In Q4, the government needs to be able to find you and buy fast.

That means you need to understand how they are buying to determine if you have the right tools to make a quick sale.

Our Q4 research found that 100% of the 21 federal agencies we covered have at least one GSA Schedule listed under their Top 5 Vehicles.

That means that GSA Schedules are still the favorite in Q4.

If you have a GSA Schedule or closely partner with another vendor that does, make sure you are communicating both your offerings *and* GSA contract number with your federal buyer.

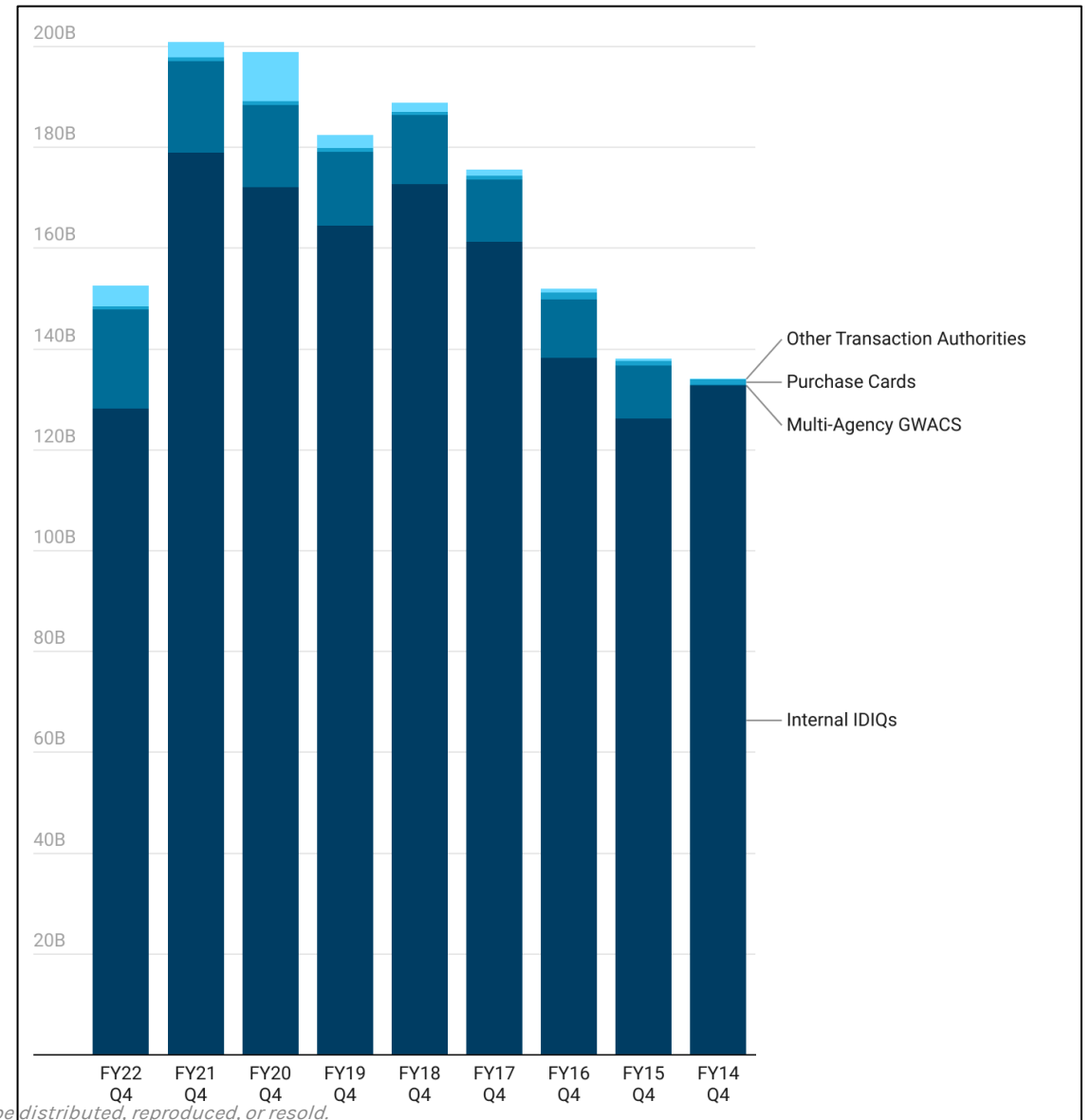


Reach Out to Existing Customers

With much money and limited time, agencies will likely look to vendors they know.

Some agencies make more than 50% of Q4 awards using non-competitive procedures. Look for **sole source opportunities** and **task orders on existing contracts**.

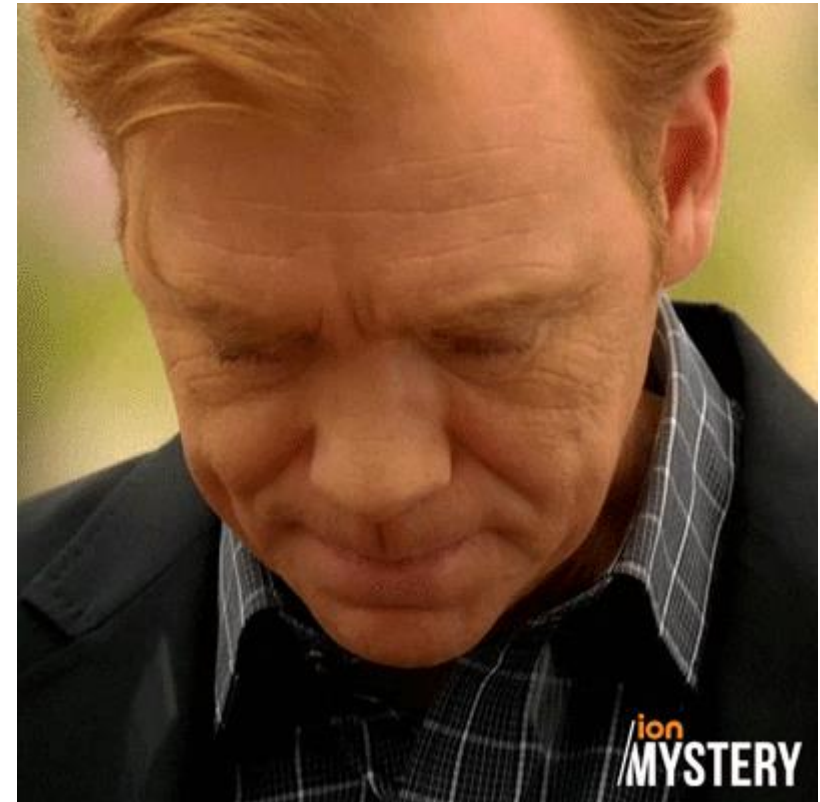
Did you know The Pulse can help with scripts for communicating with government? Reach out to us at pundits@pulsegovcon.com to discuss the best ways to maximize your outreach.



Make Sure Your Team is Ready to Respond

Tracking and responding to RFPs and task orders is no small feat - it requires a lot of time and energy.

Your team needs time and resources to identify and respond to relevant opportunities. And there will be a lot to sift through in the next few months.



Take a Closer Look at the Data

Q4 doesn't look the same for every agency - especially regarding how they buy.

You can use USASpending or SAM.gov to explore Q4 spending trends in previous years...

Or, you can take advantage of the work we've already done by purchasing our [FY23 Q4 Sales Guide](#).



Just launched!

FY23 Q4 Sales Guide

Our new FY23 Q4 Federal Sales Guide is now available online!

This report profiles 21 federal agencies and their Q4 spending tendencies, including:

- Most Active Departments/Offices
- Go-To Purchasing Vehicles
- Go-To Vendors

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Socio-Economic Category	SBA-Mandated Goal	Current FY23 % Met	Goal Met
SB	22.43%	20.1%	X
SDB6a	10.57%	7.6%	X
SDVOSB	3%	2.7%	X
WOSB	5%	3.1%	X
HUBZone	3%	1.7%	X

Q4 FY22	Q4 FY21	Q4 FY20	Q4 FY19	Q4 FY18	Q4 FY17
37%	45%	40%	41%	42%	44%

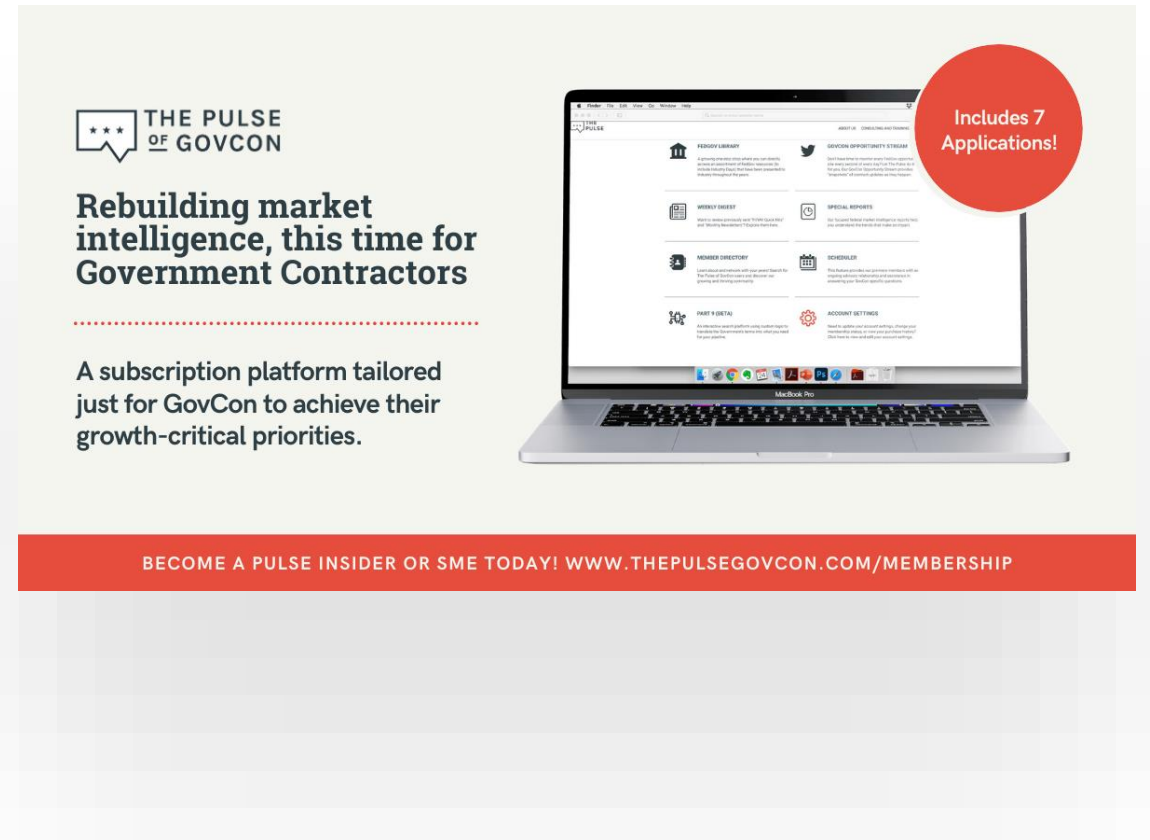
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Learn about the new and relevant policies, statutory updates, and rule that a federal contractor should be watching.

September 19th

Navigating Bid Protests

Learn about the federal bid protests process - what happens when you're protesting, and what to expect when your win is being protested.

October 18th

Building a Federal Business Development Pipeline

Tips and tricks for building an actionable federal pipeline.

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