



WHAT IMPACTS BUYING DECISIONS?

WHY IS THE GOVERNMENT BUYING THAT?

- Regulations & Policy
- Executive Orders
- New Technology Demands
- Project Scope Outside of Talent Pool

TOP CUSTOMER CONCERNS

5

1	BUDGET
2	LEADERSHIP
3	TEAM RESOURCES
4	VISION
5	PREVIOUS EXPERIENCES



KEYS TO SUCCESS

- Demonstrate Understanding of Customer Needs
- Listen to Customer Challenges
- Propose Solutions that Address Challenges

TOOLS & RESOURCES

www.gsa.gov/smallbizforecast
<https://www.fpds.gov>
www.acquisition.gov
www.usaspending.gov
www.fbo.gov