



**2020 Virtual User Conference**

10.15.20 1:00 - 5:30 PM EST

# *PIPELINE DEVELOPMENT, MANAGEMENT, AND OPTIMIZATION*



*Welcome!*

**A m b e r H a r t   L i s a S h e a M u n d t**

# What is a Pipeline?

- ★ A pipeline is an organized, visual way of tracking multiple government contracting opportunities and their potential buyers through different stages of your sales processes.
- ★ It is an organizational tool, if utilized correctly, helps position your organization by:
  - Identifying potential opportunities and federal buyers that are relevant to an organization's capabilities and sales efforts.
  - Developing and maintaining relationships with federal buyers and industry.
  - Driving customer engagements and sales strategies.
  - Assisting in shaping opportunities by responding and following-up on market research.

# 5 Tips for Creating a GovCon Pipeline

## 1. Determine the “front of funnel” for your pipeline

- Time Frame?
- Contract Value?
- Customer Agency?
- Functional Areas?
- NAICS/PSC?

# How to determine the “front of funnel” for your pipeline:

Part9 Platform Search My Opportunities Return to The Pulse of GovCon

**Current Filters** Default Filters

PreSolicitation X Air Force X  
Army X Commerce X  
General Services Administration X  
Health and Human Services X

**Filters**

Status +  
Date +  
Set-Aside +

Agency →  
Office →

### Search Part9 Database

CUSTOMIZE DATA VIEW ACTION

Enter Search Term

Display 10

| <input type="checkbox"/> | Status          | Posted Date | Modified Date | Response Date | Contract Name  | Solicitation Number | Agency                   |
|--------------------------|-----------------|-------------|---------------|---------------|--|---------------------|--------------------------|
| <input type="checkbox"/> | PreSolicitation | 02/13/2020  | 02/13/2020    | 02/28/2020    | DC Power Preventive Maintenance                                    | 11429957            | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 01/27/2020  | 01/27/2020    | 02/14/2020    | Renewal Notice of Intent - 9PA2359                                 | 9PA2359             | General Services Adminis |
| <input type="checkbox"/> | PreSolicitation | 01/24/2020  | 01/24/2020    |               | Milfoil Suction Harvesting, North Hartland Lake, Hartland, VT      | W912WJ20Q0031       | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 02/26/2020  | 02/26/2020    | 03/12/2020    | RECAPTILIZATION OF UTILITIES (RECAP 3)                             | W912DR20R0026       | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 03/09/2020  | 03/09/2020    | 04/09/2020    | Ultra-sensitive Fastframing LADAR Short Wave Infrared (SWIR) Ca... | RFIAFRLRDKT20200002 | Department Of The Air Fc |
| <input type="checkbox"/> | PreSolicitation | 01/09/2020  | 01/09/2020    | 03/02/2020    | DFAS Overhangs in Columbus, Ohio                                   | W912QR20B0003       | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 02/25/2020  | 02/25/2020    | 03/13/2020    | Shenango Road Paving Project                                       | W911WN20SSShenango  | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 01/29/2020  | 01/29/2020    | 02/13/2020    | Construct Fuel Systems Maintenance and Aircraft Corrosion Contr... | W50S8X20R7010       | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 03/02/2020  | 03/02/2020    |               | Setcan Stress Vest Training System                                 | Cochran02           | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 02/14/2020  | 02/14/2020    |               | Mechanical Vegetation Removal Blanket Purchase Agreement, Upp...   | W912WJ20A0008       | Department of the Army   |

Page: 1 1 - 10 of 9,024

# 5 Tips for Creating a GovCon Pipeline

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## 2. Design the pipeline organization around a usable format for your company

- ❑ Don't just take someone's template – customize it!
- ❑ What order should information appear?

# How to design the pipeline organization:

Part9 Platform Search My Opportunities Return to The Pulse of GovCon

Agency ← BACK

Jump to  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

**A**

- Administrative Office Of The Us Courts
- Agency for International Development
- Agriculture
- Air Force
- Architect Of The Capitol
- Army

**C**

- Commerce
- Committee for Purchase from People Who Are Blind or Severely Disabled
- Commodity Futures Trading Commission
- Congress
- Congressional Budget Office

### Search Part9 Database

CUSTOMIZE DATA VIEW ACTION

Enter Search Term

Display 10

| <input type="checkbox"/> | Status          | Posted Date | Modified Date | Response Date | Contract Name  | Solicitation Number | Agency                   |
|--------------------------|-----------------|-------------|---------------|---------------|--|---------------------|--------------------------|
| <input type="checkbox"/> | Filter...       | Filter...   | Filter...     | Filter...     | Filter...  | Filter...           | Filter...                |
| <input type="checkbox"/> | PreSolicitation | 02/13/2020  | 02/13/2020    | 02/28/2020    | DC Power Preventive Maintenance                                    | 11429957            | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 01/27/2020  | 01/27/2020    | 02/14/2020    | Renewal Notice of Intent - 9PA2359                                 | 9PA2359             | General Services Adminis |
| <input type="checkbox"/> | PreSolicitation | 01/24/2020  | 01/24/2020    |               | Milfoil Suction Harvesting, North Hartland Lake, Hartland, VT      | W912WJ20Q0031       | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 02/26/2020  | 02/26/2020    | 03/12/2020    | RECAPTILIZATION OF UTILITIES (RECAP 3)                             | W912DR20R0026       | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 03/09/2020  | 03/09/2020    | 04/09/2020    | Ultra-sensitive Fastframing LADAR Short Wave Infrared (SWIR) Ca... | RFAIFRLRDKT20200002 | Department Of The Air Fo |
| <input type="checkbox"/> | PreSolicitation | 01/09/2020  | 01/09/2020    | 03/02/2020    | DFAS Overhangs in Columbus, Ohio                                   | W912QR20B0003       | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 02/25/2020  | 02/25/2020    | 03/13/2020    | Shenango Road Paving Project                                       | W911WN20SSShenango  | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 01/29/2020  | 01/29/2020    | 02/13/2020    | Construct Fuel Systems Maintenance and Aircraft Corrosion Contr... | W50S8X20R7010       | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 03/02/2020  | 03/02/2020    |               | Setcan Stress Vest Training System                                 | Cochran02           | Department of the Army   |
| <input type="checkbox"/> | PreSolicitation | 02/14/2020  | 02/14/2020    |               | Mechanical Vegetation Removal Blanket Purchase Agreement, Upp...   | W912WJ20A0008       | Department of the Army   |

Page: 1 1 - 10 of 9,024

# 5 Tips for Creating a GovCon Pipeline

## 3. Make opportunities in your pipeline match your company's capabilities and are realistic

- ❑ This goes beyond just your NAICS and PSC codes.
- ❑ Look past the “keyword” search.

# How to make sure opportunities match your company's capabilities:

Part9 Platform Search My Opportunities Return to The Pulse of GovCon

**Current Filters** [Default Filters](#)

PreSolicitation X Air Force X  
Army X Commerce X  
General Services Administration X  
Health and Human Services X

**Filters**

Status (+)  
Date (+)  
Set-Aside (+)

Agency →  
Office →

## Search Part9 Database

CUSTOMIZE DATA VIEW ACTION

Enter Search Term Display 20

| <input type="checkbox"/> | Contract Name  | Agency                          | Status          | Posted Date | Modified Date | Solicitation Number |
|--------------------------|--|---------------------------------|-----------------|-------------|---------------|---------------------|
| <input type="checkbox"/> | DC Power Preventive Maintenance  | Department of the Army          | PreSolicitation | 02/13/2020  | 02/13/2020    | 11429957            |
| <input type="checkbox"/> | Renewal Notice of Intent - 9PA2359                                       | General Services Administration | PreSolicitation | 01/27/2020  | 01/27/2020    | 9PA2359             |
| <input type="checkbox"/> | Milfoil Suction Harvesting, North Hartland Lake, Hartland, VT            | Department of the Army          | PreSolicitation | 01/24/2020  | 01/24/2020    | W912WJ20Q0031       |
| <input type="checkbox"/> | RECAPTILIZATION OF UTILITIES (RECAP 3)                                   | Department of the Army          | PreSolicitation | 02/26/2020  | 02/26/2020    | W912DR20R0026       |
| <input type="checkbox"/> | Ultra-sensitive Fastframing LADAR Short Wave Infrared (SWIR) Ca...       | Department Of The Air Force     | PreSolicitation | 03/09/2020  | 03/09/2020    | RFAFRLRDKT20200002  |
| <input type="checkbox"/> | DFAS Overhangs in Columbus, Ohio   | Department of the Army          | PreSolicitation | 01/09/2020  | 01/09/2020    | W912QR20B0003       |
| <input type="checkbox"/> | Shenango Road Paving Project   | Department of the Army          | PreSolicitation | 02/25/2020  | 02/25/2020    | W911WN20SSShenango  |
| <input type="checkbox"/> | Construct Fuel Systems Maintenance and Aircraft Corrosion Contr...       | Department of the Army          | PreSolicitation | 01/29/2020  | 01/29/2020    | W50S8X20R7010       |
| <input type="checkbox"/> | Setcan Stress Vest Training System                                       | Department of the Army          | PreSolicitation | 03/02/2020  | 03/02/2020    | Cochran02           |
| <input type="checkbox"/> | Mechanical Vegetation Removal Blanket Purchase Agreement, Upp...         | Department of the Army          | PreSolicitation | 02/14/2020  | 02/14/2020    | W912WJ20A0008       |
| <input type="checkbox"/> | Next Generation Intelligence Collection and Analyses                     | Department Of The Air Force     | PreSolicitation | 07/24/2015  | 02/05/2020    | BAAAFRLRIK20150006  |
| <input type="checkbox"/> | Install Climbing Bars at Ft Totten, NY; Staten Island, NY; Westover, ... | Department of the Army          | PreSolicitation | 01/22/2020  | 01/22/2020    | W15QKN20Q5078       |
| <input type="checkbox"/> | Renovate Bldg. 888   | Department of the Army          | PreSolicitation | 02/02/2020  | 02/02/2020    | W50S8P20B0001       |
| <input type="checkbox"/> | Charcoal   | Department of the Army          | PreSolicitation | 01/22/2020  | 01/22/2020    | W52P1J20QCHAR       |
| <input type="checkbox"/> | US GOVERNMENT WANTS TO LEASE WAREHOUSE SPACE IN HOU...                   | General Services Administration | PreSolicitation | 05/13/2019  | 01/16/2020    | 9TX3161             |



# 5 Tips for Creating a GovCon Pipeline

## 4. Populate the pipeline through online research (and include the weblinks)

- ❑ [beta.sam.gov](https://beta.sam.gov)
- ❑ [grants.gov](https://grants.gov)
- ❑ GSA eBuy
- ❑ [Challenge.gov](https://challenge.gov)
- ❑ Federal Agency Forecasts
- ❑ NSA ARC
- ❑ etc.

# How to populate your pipeline:

The screenshot shows the Part9 Platform search results for 'cyber'. The interface includes a search bar, a filter sidebar on the left, and a table of results. The table has columns for Contract Name, Agency, Status, Posted Date, Modified Date, and Solicitation Number. Four results are visible, all with a status of 'PreSolicitation'.

**Current Filters:** PreSolicitation, Women Owned Small Business, Small Business, Air Force, Army, Commerce, General Services Administration, Health and Human Services.

**Search Part9 Database**

Enter Search Term:

Display: 20

| <input type="checkbox"/>            | Contract Name  | Agency                      | Status          | Posted Date | Modified Date | Solicitation Number |
|-------------------------------------|--|-----------------------------|-----------------|-------------|---------------|---------------------|
| <input checked="" type="checkbox"/> | Cyber Readiness Services   | Department of the Army      | PreSolicitation | 02/19/2020  | 02/19/2020    | W912HQ20S0018       |
| <input checked="" type="checkbox"/> | Cyber Readiness Services   | Department of the Army      | PreSolicitation | 02/19/2020  | 02/20/2020    | W912HQ20S0018       |
| <input checked="" type="checkbox"/> | Air Force Cyber Operational Testing, Engineering, and Range Suppo... | Department Of The Air Force | PreSolicitation | 04/20/2020  | 04/22/2020    | AFCOTERSII_2020     |
| <input checked="" type="checkbox"/> | Wing Staff Cyberspace Support Services                               | Department Of The Air Force | PreSolicitation | 08/31/2020  | 09/02/2020    | FA877320RXXX1       |

Page: 1 of 1 - 1 - 4 of 4

# 5 Tips for Creating a GovCon Pipeline

## 5. Contact The Pulse of GovCon to supplement your growth and business development team by providing hand-tailored pipeline support!

Interested in learning more about Part9 and our membership?

Visit us at [www.thepulsegovcon.com](http://www.thepulsegovcon.com)

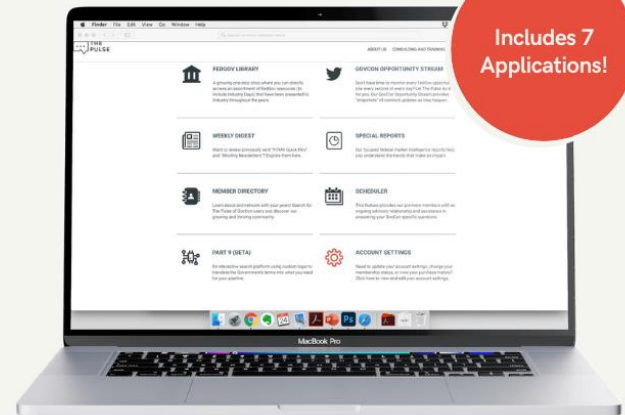
or

Email us at [pundits@pulsegovcon.com](mailto:pundits@pulsegovcon.com)



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