



# **Essentials to Successfully Navigating the Federal Contracting Pipeline**

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# Overview and Agenda

- **The Current State of the Federal Contracting Arena**
  - What has changed vs. What has stayed the same
  - How to best succeed in today's Federal contracting market
- **Identify and Keep the Optimal Candidate**
  - Finding top talent and what to consider during the search process
  - How to help ensure you that you provide the candidate you proposed
- **Top Tips and Insights**
  - Best ways keep the pipeline 'hot' and active
  - Building positive relationships

# The Federal Contracting Arena Today

- What has changed in the Federal Market?
  - **The Contract Winners are:**
    - Small Business
    - Lowest Price/Best Value/LPTA
  - **Length of Contract Awards**
    - 5 Years VS 1 Year with 4 Option years
  - **Doing more with Less**
    - What used to be 2 positions is now 1
- What is the same?
  - Knowing the Contract or your Client's Contract
  - The need to find the **Optimal Candidate** for the job

What does this mean  
to you?

# Key Considerations for the HR Team

- Be Informed
  - **Know your ‘Stuff’** – i.e. salary data and averages, ins and outs of benefits packages, offerings throughout the Federal arena
  - **Know the contract** – don’t bid unless you are confident you can fill the position when you win
- Build a Strong Reputation Based on Results
  - Manage client/customer expectations
  - Don’t Over Promise
- Have an Experience Recruiting Staff
  - Seasoned Referral Network
  - Not afraid to pick up the phone

# Be the Best Value

- Keep internal costs/overhead low
  - Find Partners you TRUST to help you
    - Use Sub-Contractors or Staffing Companies during the proposal period to absorb the work and the cost
  - Target the contracts you bid on
    - Spend time and money on what will give you the best ROI
- Change your Recruiting Methods
  - Employ a Back to Basics Approach
    - Don't just post a job or search the boards
    - Develop Relationships with your Candidates
  - Use Alternative Recruiting methods
    - LinkedIn, Twitter, Referrals
  - Provide the people you proposed
    - Recruit ONCE not Twice for the contract
  - Find the **Optimal** Candidate!

# Identifying the Optimal Candidate

- Screening is Key
  - Ask the important questions (current salary, job type, benefits, other perks) at the outset and **know what you can offer**
  - Be sure the candidate is **currently working**. Unemployed candidates likely won't last through the contract award and potential protest period
- Know Your Candidate
  - Know their expectations and where they want to go with their career.
- Tell the truth!
  - Establish and foster a culture of transparency to keep candidates apprised of updates and progress as the pipeline moves
- Keep your pipeline **HOT!**

# Keeping the Pipeline Hot – Top Tips

- Keep Candidates ‘Warm’ and Engaged
  - Longer placement timeframes in the Federal pipeline necessitate a concerted effort to keep top talent on-board while they wait
- Communication with candidates is essential
  - Recruiters should be speaking with candidates at least once a week
- Establish a rapport with candidates
  - Confidence and trust are key!
  - Position yourself as a partner and trusted advisor aligned with their goals – be eager for them to ‘win’
  - Be able to submit them again if you don’t win this time!





# Putting it All Together

Success in the Federal arena is all about:

**Results**

**Value**

**Experience**

**Reputation**



It's Your Turn...  
Any Questions?

**Thank You!**

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