Sources Sought Response #1
Example – Marketing Services

January 2018
October 30, 2018

Mr. Jeffrey Donovan

Contracting Officer
Office of Veterans Business Development (OVBD)
Small Business Administration
123 Pennsylvania Avenue
Washington, District of Columbia 20416
United States

RE: Request For Information (RFI)
Solicitation Number: SBA-123-456-7890
SBA Business Marketing program support

Dear Mr. Donovan,

We are pleased to submit this response to your RFI. MSR Services is a service disabled veteran-owned small business (SDVOSB) certified by the Department of Veterans Affairs Center for Veterans Enterprise (CVE). All information is up-to-date in the System for Award Management (SAM).

Company Name: MSR Services
DBA: MSR Services
Corporation: Subchapter S Corporation
Status: Small Business and Service Disabled Veteran Owned Small Business (SDVOSB)
Tax ID: 25-3867879
DUNS: 822369191
CAGE: 5B3C1
NAICS: 541611
POC: Charles Findley, Principal
Charles@msrservices.com
703.456.9587

Members of our team have worked in marketing and advertising to generate awareness for several different organizations in various industries and categories, including the federal government.

We are experts at taking existing programs, accelerating them and making them stronger. Our experience and knowledge of marketing and advertising along with best practices assures MSR Services will deliver high impact strategy, communications, and outreach that will be of the most value to SBA’s Business Marketing program. With our knowledge and experience, we will be able to deliver tailored messages, on point, that engages the your target market.
1. MSR Services
MSR Services is a strategic marketing and business acceleration firm that is acutely familiar with the services covered in this project including Veteran services and the Business Marketing program.

MSR Services’ active participation in the veteran community, combined with subject matter expertise in communication and outreach strategies and Veteran program management services would provide the SBA with a trusted and exceptional understanding of the target market and the applicable business, communication, marketing and engagement strategies to accelerate knowledge, awareness, and registration for the Business Marketing program.

Over the last three years, MSR Services has provided subject matter expertise (SME) supporting Veteran initiatives at the Department of Veterans Affairs, supported contracts with Army and Air Force Morale, Welfare, and Recreation (MWR) programs, and is currently supporting two contracts with the Office of the Secretary of Defense (OSD).

2. Capabilities
MSR Services is very excited about this opportunity and we’ve built a team that not only understands the requirements outlined in this RFI, but has a core and deep understanding of the Business Marketing program. As the Prime, the following highlights MSR Services’ capabilities that are relevant to the Business Marketing program requirements supporting Veteran outreach, communication, and other patron engagement strategies, as presented in the RFI solicitation.

► MSR Services, currently supports Program and Digital Strategy for two National Coalitions in Washington DC supporting Veterans, retirees, service members and their families. Mr. Findley, Principal of MSR Services, serves as the Director of Program and Digital Strategies for outreach and communication.

► MSR Services, a subcontractor to Marstrats LLC, currently provides subject matter expertise and outreach strategies to the program team in support of the VA Gamification Contract. This contract is focused on engaging the Veteran market to educate Veterans on their benefits and how to utilize the VA’s MyHealthyVet website – the primary portal for all Veteran health benefits.

► Mr. Findley serves on the Board of Directors for a regional Veterans Business Resource Center (VBRC), supporting the Executive Director with oversight and operational strategy which includes advisory support for marketing and execution of the Business Marketing program in Missouri, Kansas, Iowa, and Nebraska.

► Mr. Findley supports the SBA’s Emerging Leaders Program in St. Louis as a panel expert on how to do business with the government.

► MSR Services developed the business cases for the US Army and US Air Force Morale, Welfare, and Recreation (MWR) offices for the integration of technology, marketing/social media, and patron engagement strategies to educate 13 million service members and their families on available services and benefits.
MSR Services developed the business case and acquisition strategy (RFP Development) for US Army IMCOM Family and MWR and US Air Force Services next-generation online patron engagement strategies to "Engage, Educate, and Excite." Specifically, bringing all existing MWR services to the internet and engaging a patron base of more than 15 million.

3. Our Team
We’ve built a lean, agile organization of key professionals, all with big agency experience. Our business model will allow us to bring the SBA and Office of Veterans Business Development (OVBD) “best in class” resources in a cost efficient and effective manner. To bring maximum value to this project, we have put together a team that not only has excellent past performance in outreach strategies, audience analysis, video and graphics support, and program management, but the expertise to understand our Veteran community, entrepreneurial activities, and specifically the Business Marketing program.

Our firm has extensive experience in developing and managing outreach strategies and the program management to minimize costs, maintain schedule, and accelerate patron engagement.

We have already built a team, with big agency past performance that specializes in marketing, advertising, public relations, branding/creative, web/online, video, audience analysis, social media, mobile marketing, and program management.

Although this solicitation is pre-acquisition, we have already initiated teaming to maximize our capabilities. We’ve already formally engaged the following organizations to augment the MSR Services team and to provide the SBA with the “best in class” support that this contract will require. There are one or two additional subject matter experts that will be subcontracted and will be provided as part of our formal RFP response.
MSR Services | Role: Prime
MSR Services, an SDVOSB, is located in St. Louis, Missouri. Charles Findley, owner and principal, has more than 20 years experience supporting military and Veteran initiatives. A former intelligence officer with the United States Army, a service disabled Veteran, and a board member for the Veterans Business Resource Center, Mr. Findley will provide the team with real world expertise on Veteran requirements and entrepreneurial expertise and specifically insights obtained from the VBRC’s local execution of the Business Marketing Program. Based on this background and past performance identified in paragraph 2 Capabilities, MSR Services would prime and manage this initiative.

Marstrats Marketing Strategy Solutions | Role: Subcontractor
Marstrats is a full-service marketing firm and an Woman Owned Small Business located in St. Louis, Missouri. Connie Risby, owner and principal, has over 37 years industry experience. Marstrats currently Primes the VA’s My HealtheVet Gamification Contract and has extensive experience in marketing, advertising, public relations, branding/creative, web/online, media planning and buying, social media, and mobile marketing. Ms. Risby developed the strategy for the U.S. Army Reserve Medical Corps Recruitment Program in 2006. Scope of work included recruiting physicians utilizing

► Primary and Secondary Research.
► Brand/Positioning
► Recruitment Website
► Lead Generation
► Media Planning/Buying
► Testimonial Videos
► Public Relations/Outreach; and
► Social Media

Left Brain Concepts | Role: Subcontractor
Left Brain Concepts, Inc. (LBC) is a market research, analysis, and marketing consulting firm. In business for close to 26 years, Left Brain conducts focus groups, surveys, executive-level exploratory interviews and literature reviews. LBC has extensive experience conducting audience research for federal government clients. We have been told by our Federal and large private sector clients that our work is far more focused on the objectives of the initiative, detailed and actionable than the research and consulting from large, national consulting firms.

We conduct audience research to:

► Drive creative
► Test creative to assure that the optimum creative campaign is implemented
► Assess the effectiveness of government-sponsored programs
► Help develop government-sponsored programs
4. **Recommendations**
Having supported various Defense and Veteran contracts and having worked with dozens of marketing and outreach efforts, we would like to confirm the four task area groups (TAG) envisioned for this RFP and based on our understanding of these requirements, recommend several additional items.

4.1. **Planned**

Task Area Group 1: Communication and outreach strategies  
Task Area Group 2: Audience Analysis  
Task Area Group 3: Video and Graphics Support  
Task Area Group 4: Program, Business and Administrative Support

4.2. **Recommendations**

**Recommendation 1:** Any outreach and communication strategy requires that the project team have a strong understanding of the target market and the intangible “appreciation” for the requirements and challenges that the target market endures. Past performance by the Prime that directly involves and supports our Nation’s Veterans will increase the effectiveness of the outreach and communication strategy.

**Recommendation 2:** The strategy to engage the target market is more critical than the actual outreach and communication. Understanding the Business Marketing Program, knowing how our Veterans think and the challenges they face, and experience designing large scale businesses cases and communication strategies will be critical to taking existing marketing collateral and accelerating existing program and outreach efforts. A large number of outreach programs meet the basic milestones – but very few can accelerate outreach for maximum success.

**Recommendation 3:** Acquisition Strategy.

- Maintain NAICS Code 541611
- Provide 30 days for response
- No specific contract vehicle. Since 2011, MSR Services has supported half a dozen federal and Defense contracts, including the Department of Veterans Affairs. However, we do not have a GSA Schedule and this contract vehicle would prevent MSR Services and our team from supporting this initiative.
- Do not require the Prime to possess past performance in all task area groups. MSR Services has extensive past performance supporting the government in audience research and analysis, communication and outreach strategies, and program support, but there are pieces to each of these, including video support that require an industry expert. At this time, all team members are small business to provide the SBA with maximum coverage. To date, our team consists of small business, veteran owned, service disabled veteran owned, and woman owned.

5. **Summary**
In summary, MSR Services has extensive past performance and expertise in market outreach, communication, and program management supporting the military and our Veterans and our team:

- Has all the necessary resources and in-house expertise to meet and exceed the requirements outlined in the RFI.
► Has a strong knowledge and understanding of the Business Marketing program.

► Has a firm understanding of marketing best practices and has extensive experience developing successful outreach programs.

► Has the experience to develop laser, target marketing campaigns for very specific targeted audiences that deliver results.

► Has extensive experience working with government programs; we understand how to work with the government and specifically Veterans.

► Has the strategic planning skills, knowledge and experience to provide the SBA and OVBD with the best possible return on investment (ROI) for maximum Veteran engagement.

► Has the experience and expertise to accelerate established marketing and outreach programs and making them more successful.

Our business model allows us to be cost competitive and deliver “Best in Class” capabilities for the Business Marketing program.

Respectfully Submitted,

Signature

Charles Findley
Owner and Principal
MSR Services
WE WILL HELP YOUR COMPANY WIN CONTRACTS

RSM Federal is an award-winning consulting and coaching firm that works with small and mid-tier companies to accelerate their understanding of the government market and learn how to position for and successfully win government contracts - with exceptional results and hundreds of testimonials. We emphasize basic and advanced techniques and strategies, tailored specifically for your company, to accelerate your success and revenue. We leverage a proven combination of industry expertise providing hundreds of highly detailed step-by-step resources, with measurable strategies to deliver cost-effective and high-value results for our clients.

With hundreds of resources, templates, documents, videos, and hundreds of techniques, strategies, and step-by-step instructions, companies can immediately accelerate their marketing, prospecting, sales, teaming, and proposal activities – literally overnight. Don’t take our word for it, our clients and Federal Access members have won billions of dollars in government contracts.

We have the strategies, tools, and resources you need to accelerate into the government market. If you have any questions about how we can help you, don’t hesitate to contact us.

EVERY RESOURCE YOU NEED TO ACCELERATE YOUR SALES • GUARANTEED

Whether you are new to government sales or been in the market for years, we GUARANTEE the value of our solutions and strategies or your money back. Our wide range of support options are comprehensive and cost-effective.

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IN SEVEN WEEKS... YOU’LL HAVE EXACTLY WHAT YOU NEED

The 7-Week FastTrack program gives you a stepped and structured sales approach that is tailored to your company and the products or services you sell.

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3. ADVANCED TEAMING STRATEGIES
4. PROSPECTING, SALES, AND MARKET ENGAGEMENT
5. MARKETING TO GOVT BUYERS
6. COMPLETE SALES ACTION PLAN

FREE PODCAST

NUMBER 1 PODCAST IN THE NATION
Weekly interviews of the markets top experts to discuss game changing strategies to winning government contracts.

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AWARD WINNING PROGRAM
Most comprehensive and effective training program on the market for government sales. Guaranteed.

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- 460 pages
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- Sales
- Teaming
- Proposals
- Operations

TEMPLATES

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- Case Studies
- Marketing
- Sales & Capture
- Teaming
- Proposals
- Operations

MASTER GOVERNMENT WORKSHOPS

1:1 AND GROUP WORKSHOPS
Our sessions are recognized as one of the most valuable training events in the United States. The testimonials we receive will make you call us. What we provide is more than what a company expects. It’s transformative. RSM Federal training sessions are tailored specifically to your company and the products or services you sell.

COACHING AND CONSULTING SERVICES

- Advice, training, assistance, and strategies to accelerate your competitiveness in the federal market
- Flexible services that allows you to scale up and down as necessary
- Limited number of companies under these services to ensure clients receive dedicated support

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THE MOST VALUABLE TRAINING WE’VE EVER RECEIVED FOR GOVERNMENT SALES

We Learned More in TWO Days with RSM Federal than years with other well-respected and well-known experts

“We are a multi-million dollar business that wants to continue to grow in government sales and private sector sales. Originally, we reached out to RSM Federal without a complete understanding of their total solution. WOW – we should have done this . . . ten years ago! RSM Federal provided foundational information, subject matter expertise, candid discussion and feedback, strategies, templates and actionable work to move our company to the next level. If you’ve not reached out to RSM Federal, do it now! RSM’s expertise includes a fundamental program all businesses desiring to do business with the government (and the private sector) should take their leadership team through at least once a year.

A better term would be “Total Solution!” RSM Federal’s Total Solution included a two-day strategic session for my leadership team and access to the Federal Access (FA) program. There are so many workshops given by many of the industry’s top experts to assist business owners in taking their business to the next level and I’ve attended many over the years. And in all cases found a couple of actionable items which could help the business grow. And over the years, like many other companies, I’ve also had several business development consulting firms working with us to assist in taking our business to the next level. What I’ve discovered is that an investment with RSM Federal is: 1/3rd the cost and the ROI . . . “∞ and beyond!”

Whoa! After the 1st day, we immediately began to make adjustments to the way we conduct business. The actionable steps we could take . . . immediately . . . is what most impressed me as a leader of a growing company and why I’m suggesting you not wait to go through this program. The immediate value we received, specifically tailored for our company, was actionable, jaw dropping and inspiring! No, not all consultants, advisors or business coaches are the same! We learned more in two days with RSM Federal than years with other well-respected and well-known experts. RSM Federal’s approach and strategies are a true paradigm-shift. They are not like the other consulting firms which most business owners engage. Not only did we receive the most valuable training we’ve ever received for government sales (in two days!), but we were also given access to hundreds of business templates and resources (via the FA Program) which will allow us to successfully execute what we learned. Joshua and his team at RSM Federal are the real deal. If you want to win more government contracts, RSM Federal is the best I’ve ever seen.”

Stephanie A. Parson, Ph.D.
President
Crowned Grace International

8 months later . . . “We won a $600,000 with DOL; $1 Million with NAVSUP, and an IDIQ with the State of Maryland!”

FORMER DISA DIVISION CHIEF - “THE VALUE IS OFF THE CHARTS!”

“I’m the former Division Chief for the IT Division in the Defense IT Contracting Organization (DITCO) at the Defense Information Systems Agency (DISA). With more than 34 years in government service, I’ve been on both sides of the contracting arena: as a Division Chief for DISA and as a government contractor. I have to admit, when I first went into RSM Federal’s training, I assumed it would be the same thing everyone else teaches. 10 minutes in, I realized something was very different . . . that the value being provided was off the charts! By the end of the training, our entire team recognized that RSM Federal was the “missing link.” Whether you're a small or large business, the techniques and strategies were simply incredible and highly valuable! As a former chief with decades of expertise in federal acquisition, I can honestly recommend that any company, whether you’ve been in the market for three months or ten years – you need to know that RSM Federal’s approach and expertise will provide your company with exceptional value. If you haven’t engaged them, you should.”

Joe Loveless
Division Chief (former)
Defense IT Contracting Organization (DITCO)

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