

SAMradar Email Outreach Progression

SAMradar members have booked over \$1 Million with this template!

Every day, SAMradar sends you multiple notifications of contracting activity in your space – why? **So you can have the right information on hand to act.**

How Do I Find Information?

You can find all the information you need on your SAMradar Federal Buyer Notification.



Template #1 - Send Immediately on Receipt

Subject Line: Re: (Award Title)

Good (morning/afternoon/evening), (First Name),

I am working on a similar contract, and I have a few questions about this award. Can we connect later today, or would tomorrow be better?

(Your Name)
(Signature)

Template #2 - Send The Following Morning if There Is No Reply

Subject Line: Re: (Award Title)

Good (morning/afternoon/evening), (First Name),

I know your time is extremely valuable, however I was hoping to grab a minute or two with you to discuss a few details of this contract award. Can we connect this afternoon or would tomorrow be better?

(Your Name)

(Signature)

Template #3 - Send 48 Hours After Template #2

Subject Line: Re: (Award Title)

Good (morning/afternoon/evening), (First Name),

Reaching out a third time just to make sure my prior messages didn't fall through the cracks. I just need a few minutes of your time to discuss the details of this contract award. Can we connect today or would tomorrow be better?

(Your Name)

(Signature)

What Happens When the Contracting Officer Agrees to Meet You?

When the Contracting Officer agrees to meet and you set up a mutually agreeable time, do not ask specific questions until the meeting.

Keep the messaging short and simple and <u>ONLY</u> include your capability statement AFTER you receive a response.

First Statement: My company is (VOSB, SDVOSB, WOSB, Minority Owned, Hubzone, 8a, Indian, or any other Socio-economic certification(s) held by your company).

Questions to Ask:

- Which contract vehicle did you use to award this contract?
- What is your preferred contract vehicle?
- Do you have any contracts sitting on your desk that you would be willing to award to my company as a BPA, IDIQ, or sole source?
- Do you need help writing any RFP's or RFQ's related to this line of work?
- Who is the Project Manager for this Prime Contractor?
- Are you working with any primes that could use my company as a subcontractor?
- Would you be kind enough to send a referral email to the project manager and CC me?