



KINGSWORK | Federal Contracting Services

Building Your Foundation for Federal Success



Strategic Roadmap and Pre Consultation Overview

You recently completed the KingsWork Federal Contract Readiness Assessment.

Based on your responses, your company fits within the Commercial to Federal transition stage. This means you have demonstrated revenue stability and operational capability in the private sector, but you have not yet secured federal prime awards or established a disciplined federal capture system.

This document expands on your results and outlines:

- What your readiness level means in practical terms
- The structural gaps that typically prevent commercial firms from winning federal contracts
- The execution framework KingsWork uses to bridge the gap
- What to prepare before your strategy session

Federal contracting is not achieved by registering in SAM and waiting for opportunity. It requires intentional positioning, compliance awareness, pricing discipline, and targeted agency penetration.

Commercial success does not automatically translate into federal competitiveness. The evaluation criteria, risk profile, and procurement behavior of government buyers operate under a different framework.



Understanding Your Readiness Position

Companies transitioning from commercial markets into federal contracting typically fall into one of three transition stages:

1. Early Transition

You have revenue stability and operational experience but limited understanding of federal procurement structure.

Common traits include:

- Incomplete NAICS alignment
- No defined agency focus
- Commercial past performance not translated into federal language
- Limited understanding of compliance exposure

2. Structural Alignment Stage

You have begun preparing for federal entry and may have SAM registration complete. However, positioning and capture strategy remain inconsistent.

Common characteristics include:

- General agency interest without procurement analysis
- Capability statements that read like commercial marketing documents
- Proposal capacity without structured compliance systems
- Limited awareness of evaluation scoring criteria

3. Competitive Entry Stage

You are positioned to compete but lack disciplined capture architecture.

You may have subcontract experience or have submitted bids without success.

The issue is not effort. It is structure.



The Six Structural Pillars for Commercial to Federal Success

KingsWork evaluates transition clients across six pillars that determine entry probability.

1. Infrastructure and Registration

This includes more than SAM registration. It requires:

- Accurate NAICS alignment to real federal demand
- Proper representation and certification positioning
- Clean UEI and entity record integrity
- Set aside eligibility analysis where applicable

Infrastructure errors create invisible barriers during evaluation.

2. Financial Stability and Pricing Discipline

Government buyers evaluate risk differently than commercial clients.

Federal pricing requires:

- Understanding indirect cost allocation
- Awareness of allowable cost principles
- Margin discipline under contract type conditions
- Awareness of cost realism expectations

Commercial pricing instincts often conflict with federal evaluation logic.

3. Past Performance Translation

Commercial experience must be reframed into federal evaluative language.

This includes:

- Problem action result structuring
- Quantifiable outcomes
- Scope alignment to federal requirements
- Risk mitigation demonstration
- Performance documentation structure



Federal evaluators are not persuaded by brand reputation. They score documented performance relevance.

4. Target Agency Clarity

Commercial businesses often attempt broad targeting. Federal entry requires focus.

KingsWork helps define:

- High probability target agencies
- Procurement forecast analysis
- Historical award patterns
- Contract vehicle positioning
- Competitive landscape visibility

Without agency clarity, capture becomes reactive.

5. Proposal Capability

Having writing capacity is not the same as having federal proposal structure.

Federal readiness requires:

- Compliance matrix use
- Section level narrative alignment to evaluation criteria
- Understanding of technical versus management volume expectations
- Clear win theme articulation
- Internal review checkpoints

A compliant proposal is a prerequisite for scoring. Creativity does not replace structure.

6. Compliance Awareness

Commercial firms underestimate the regulatory overlay attached to federal awards.

Transition readiness includes:

- Understanding applicable FAR clauses
- Flow down awareness



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- Contract type exposure
- Basic audit posture awareness
- Documentation discipline

Compliance ignorance increases operational risk after award.

The KingsWork Commercial to Federal Execution Framework

The transition process is structured in five phases.

Phase 1: Federal Market Viability Assessment

We evaluate whether your commercial service offering aligns with federal demand signals.

This includes:

- Revenue stream review
- Service to NAICS validation
- Federal spending analysis
- Competitive density review
- Entry focus determination

The objective is clarity before effort.

Phase 2: Structural and Compliance Alignment

We align your business infrastructure with federal standards.

- SAM profile validation
- Certification review
- Risk overview
- Entity data optimization

The goal is structural credibility.



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Phase 3: Past Performance Reframing and Capability Enhancement

We convert commercial credibility into federal evaluative strength.

- Rewriting commercial projects
- Refining capability documentation
- Core competency alignment
- Differentiation positioning

This stage directly affects evaluation scoring.

Phase 4: Target Agency Penetration Strategy

We identify and prioritize agency entry points.

- Agency shortlist development
- Procurement forecast analysis
- Vehicle positioning
- Relationship roadmap development
- Subcontract leverage strategy where appropriate

This transforms interest into strategy.

Phase 5: Capture Preparation and Bid Entry Plan

Before bidding, we implement structure.

- Bid qualification criteria
- Compliance matrix training
- Proposal architecture
- Pricing discipline alignment
- Post submission improvement process

This reduces wasted effort and improves probability.



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What Happens During Your KingsWork Strategy Consultation

Your consultation is structured and strategic.

During the session we will:

- Review your assessment results in detail
- Identify your primary structural bottleneck
- Confirm Commercial to Federal alignment
- Define your initial 90 day execution focus
- Determine the appropriate engagement scope

Preparation directly affects the quality of strategy developed during this session.



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Pre-Consultation Preparation Requirements

Please complete the following before your scheduled session.

Pre-Consultation Information Form

Company Name: _____

Website: _____

Primary NAICS Codes: _____

Years in Operation: _____

Annual Revenue Range: _____

Number of Employees: _____

Have you held a federal prime contract? ☐ Yes ☐ No

Have you held a federal subcontract? ☐ Yes ☐ No

List agencies worked with: _____

Target Agencies: _____

Primary Service Offering: _____

Current Contract Vehicles: _____

Active Solicitations Being Pursued:

Do you have a structured proposal process? ☐ Yes ☐ No

Do you use a compliance matrix? ☐ Yes ☐ No

Familiar with FAR clauses? ☐ Yes ☐ Somewhat ☐ No

Primary 12-Month Objective:

- ☐ Win first prime contract
- ☐ Increase win rate
- ☐ Enter new agency
- ☐ Secure contract vehicle
- ☐ Improve compliance posture
- ☐ Increase revenue ceiling



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Additional Notes: