

GovCon BD Upskilling Program

# Employer Manager Pack

Supporting Employees in Training

Guide | Version 1.0

## 30-DAY FOUNDATION PROGRAM

Employer-Sponsored Training for GovCon Business Development

**GovConGiants**

Professional Training for Government Contractors

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# Program Overview

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## What This Program Does

The GovCon BD Upskilling program trains your employees to understand and support federal business development activities. Even if they're not in formal BD roles, they'll learn to:

- Recognize and surface contract opportunities
- Understand the federal procurement landscape
- Support capture and proposal efforts
- Contribute to competitive intelligence
- Engage appropriately with government customers

## Program Details

<b>Duration</b>	4 weeks (30 days)
<b>Format</b>	Live instructor-led sessions
<b>Sessions</b>	8 sessions (2 per week, 2 hours each)
<b>Time Commitment</b>	5-6 hours/week (sessions + assignments)
<b>Completion</b>	Certificate of Completion (activity-based)
<b>Cost</b>	\$3,999 per employee
<b>Tax Benefit</b>	Eligible for IRS Section 127 (up to \$5,250/year tax-free)

## Who Should Attend

### Ideal Candidates:

- Operations/delivery staff on federal contracts
- Program/project managers
- Technical staff who interact with government customers
- Contracts and finance professionals
- Anyone supporting BD/capture activities

- New hires joining a GovCon company

**Not Intended For:**

- Experienced BD/capture professionals (consider advanced programs)
- Staff with no connection to federal work

## Your Role as Manager

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### I Before the Program

Set expectations	1 week before	Discuss why this training matters; clarify time commitment
Clear calendar	1 week before	Block session times; minimize conflicts
Identify application	1 week before	Discuss how skills will apply to current work

**Conversation Starters:**

- “This training will help you understand how we win contracts and where you can contribute.”
- “I’d like you to apply what you learn to [specific project/account].”
- “After completing this, I see you supporting [specific BD/capture activities].”

### I During the Program

Weekly check-ins	End of each week	15-minute discussion using prompts below
Remove blockers	As needed	Ensure employee can attend sessions and complete work
Encourage application	Ongoing	Ask how concepts apply to current work

## After the Program

Review certificate	Week 5	Acknowledge completion
Discuss application	Week 5	Plan how to apply skills going forward
Connect to BD team	Week 5-6	Introduce employee to BD/capture resources
Track impact	30-90 days	Note opportunities identified, contributions made

# Weekly Check-In Guide

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## Week 1: Market & Buyer Intelligence

**Modules Covered:** 1.1 GovCon Market Overview, 1.2 Buyer Intelligence Basics

**Discussion Prompts:**

1. “What did you learn about the federal market that surprised you?”
2. “Which agencies are most relevant to our work? Did you research any of them?”
3. “How might you use SAM.gov Contract Data or USAspending in your current role?”

**Application Ideas:**

- Have employee research a target agency’s spending patterns
- Ask them to identify our company’s top competitors in SAM.gov Contract Data
- Discuss how budget cycles affect our contracts

## Week 2: Customer Engagement & Opportunity Discovery

**Modules Covered:** 2.1 Opportunity Discovery, 2.2 Customer Engagement Fundamentals

**Discussion Prompts:**

1. “What opportunities did you find that might be relevant to us?”
2. “How do you think our company currently engages with government customers?”
3. “Are there industry days or OSDDBU events we should consider attending?”

**Application Ideas:**

- Review the 10 opportunities they logged; discuss relevance
- Have them set up saved searches for your target markets

- Plan for them to attend an upcoming industry day

## Week 3: BD & Capture Fundamentals

**Modules Covered:** 3.1 BD Process Fundamentals, 3.2 Competitive Positioning

**Discussion Prompts:**

1. “How does our company’s BD process compare to what you learned?”
2. “What win themes do you think we should emphasize?”
3. “Who are our main competitors, and what are their strengths/weaknesses?”

**Application Ideas:**

- Review their competitive brief; discuss accuracy
- Identify teaming partners they found in DSBS
- Discuss how they can support upcoming captures

## Week 4: Proposal Support & Readiness

**Modules Covered:** 4.1 Proposal Support Basics, 4.2 Contracting Readiness

**Discussion Prompts:**

1. “What did you learn about proposals that you didn’t know before?”
2. “How can you contribute to our next proposal effort?”
3. “Did you identify any gaps in our contracting readiness?”

**Application Ideas:**

- Have them support an upcoming proposal (data call, review, etc.)
- Review the readiness checklist for accuracy
- Discuss metrics we track and where they can contribute

# Measuring Impact

## Short-Term Indicators (30-60 days)

Opportunities surfaced	Employee identifies relevant SAM.gov opportunities
Intelligence shared	Employee shares customer/competitor intel with BD

Proposal support	Employee contributes to proposal data calls or reviews
Customer engagement	Employee attends industry day or supports briefing

## ■ Medium-Term Indicators (90-180 days)

Pipeline contribution	Opportunities employee identified enter pipeline
Capture support	Employee takes active role in capture activities
Proposal quality	Employee contributions improve proposal sections
Customer relationships	Employee interactions strengthen agency relationships

## ■ Long-Term Indicators (6-12 months)

Win attribution	Wins partially attributed to employee contributions
Recompete retention	Better positioned for contract recompetes
Career growth	Employee advances into BD/capture role
Culture shift	More employees proactively supporting growth

# Completion Certificate

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Upon successful completion, your employee will receive a Certificate of Completion documenting:

- Employee name
- Company name
- Program completed (30-Day Foundation)
- Completion date
- Skills/competencies covered
- Instructor signature

**What Completion Requires:**

- Attend all 8 sessions (or complete make-up)
- Submit all 8 module deliverables
- Participate actively in discussions

**Note**

This is a completion-based certificate, not a pass/fail certification. The focus is on skill acquisition and practical application.

## Frequently Asked Questions

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### Time Commitment

**Q: How much time will this take away from regular work?**

A: Approximately 5-6 hours per week for 4 weeks. Sessions are 2 hours each (2 per week), plus 1-2 hours for assignments.

**Q: Can employees do this while working full-time?**

A: Yes. Sessions are scheduled during business hours. Assignments can be completed flexibly.

**Q: What if an employee misses a session?**

A: Recording and make-up options are available. Contact the facilitator.

### Content & Value

**Q: Is this the same as NCMA certification?**

A: No. This is an upskilling program focused on practical skills, not a certification exam. It complements certifications but doesn't replace them.

**Q: Will my employee learn to write proposals?**

A: They'll learn how to support proposals (compliance, research, data calls) and understand the process. Full proposal writing is covered in advanced programs.

**Q: Is this only for small businesses?**

A: No. The content applies to both small and large businesses. Small business programs are covered, but the core BD skills apply universally.

## ROI & Business Case

### Q: How do I justify the cost?

A: See the Employer Sales Guide for ROI calculations. Key points:

- One additional contract win covers many training investments
- Employees identify opportunities they'd otherwise miss
- Better capture support improves win rates
- IRS Section 127 makes it tax-advantaged

### Q: How do I know if it's working?

A: Use the impact indicators above. Track opportunities surfaced, proposal contributions, and customer engagement.

## Support Resources

### During the Program

Scheduling issues	Facilitator or Program Manager
Technical problems	Program Manager
Content questions	Facilitator
Employee performance concerns	Program Manager

### After the Program

Advanced training	60-Day Practitioner, 90-Day Professional programs
BD/capture mentorship	Connect employee with internal BD team
Tool access	SAM.gov Contract Data, USAspending (free; browser-based)
Ongoing learning	NCMA, APMP, industry conferences

## Quick Reference: Module Deliverables

1.1	Market Overview Worksheet	Federal market size, agencies, budget cycles
1.2	Agency Research Report	SAM.gov Contract Data research, spending patterns
2.1	Opportunity Log (10 opps)	SAM.gov navigation, qualification
2.2	Customer Engagement Plan	OSDBU outreach, industry days
3.1	BD Process Map	BD lifecycle, teaming, pipeline
3.2	Competitive Brief	Win themes, discriminators
4.1	Compliance Matrix	Proposal support, RFP reading
4.2	Readiness Checklist	Registrations, certifications, metrics

## Manager Commitment Statement

By enrolling an employee in this program, you commit to:

- Allowing time for 8 sessions ( 16 hours over 4 weeks)
- Providing time for assignments ( 4-8 hours total)
- Conducting weekly check-ins (15 minutes each)
- Discussing application of skills to current work
- Connecting employee with BD/capture team post-completion

**Manager Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Employee Name:** \_\_\_\_\_