

Federal market research provider fedXccel releases small business survey on successful selling to \$300 billion marketplace

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72% of small businesses interviewed were unable to find federal business opportunities in a timely manner and unhappy with the inefficient business development process

Rockville, MD: Award winning federal market research provider fedXccel announced today the release of its market survey report titled "Federal Sales: Selling Strategies for the Successful Federal Contractor". fedXccel's federal business specialists interviewed over 35 organizations looking to find and win federal business. The interviewees were business owners or senior executives responsible for federal business initiatives within their companies and had close knowledge of difficulties in searching for and winning business.

The report captures the results of the survey and provides some interesting insights on what it takes to win contracts. This report is aimed at Small Business owners, Economic Development officials and Small Business advocates looking to find ways to help businesses succeed.

A repeated key point was the importance of early intelligence in a successful contract bid. Early information prepares companies well in advance of an actual solicitation and helps establish relationships with agency officials and large prime contractors.

The survey results also demonstrate that companies are looking for automated solutions that make it easier for them to find early sales leads in one single source. Most firms don't have the time or resources to search in multiple places for all the information required for a successful contract bid.

"The federal market is worth over \$300 billion a year, but relying on FedBizOpps to find opportunities and writing proposals is not the best way to win," said Gaurav "GP" Pal, developer of fedXccel. "Our survey clearly shows that Small Businesses are looking for a better way to succeed in the federal market."

About fedXccel: fedXccel is a comprehensive and affordable federal market intelligence service that helps private firms find and win federal business opportunities. For a free download of the report visit: www.fedxccel.com/

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