FEDERAL FISCAL Q4 // ENROLLMENT CLOSES SEPTEMBER 4, 2026

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Strategy | Marketing | Execution

The Q4 Contract Blitz

A done-with-you sprint to find and win the federal dollars still on the table before the fiscal year closes on September 30.

33%	10	Sept 30
of all federal contract dollars are obligated in Q4	firms accepted, then enrollment closes	the deadline that does not move

Presented by Oscar L. Frazier, Founder and CEO

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BEFORE ANYTHING ELSE

Who you are reading

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If this is the first time you are hearing from us, here is the short version, because you should know who is asking for your attention before you spend any of it.

nDemand Consulting Services has spent twenty years helping companies win government and corporate contracts. We are a federal strategy and capture firm based in Atlanta, founded in 2004. We are not a lead list, a course, or a software subscription. We work alongside a small number of firms at a time and we do the work with you.

$1.8B+

in federal contract awards we have contributed to

600+

organizations trained across the country

20 yrs

in federal contracting, since 2004

10+

countries across three continents

Agencies and programs we have supported include the Centers for Medicare and Medicaid Services, the Department of Veterans Affairs, the U.S. Agency for Global Media, and the Department of Commerce, working both directly and through prime contractors.

Oscar L. Frazier is the founder. He is a Forbes Business Council member, a 2026 TEDx speaker, a doctoral candidate in business administration, and an author. He personally leads every Blitz engagement.

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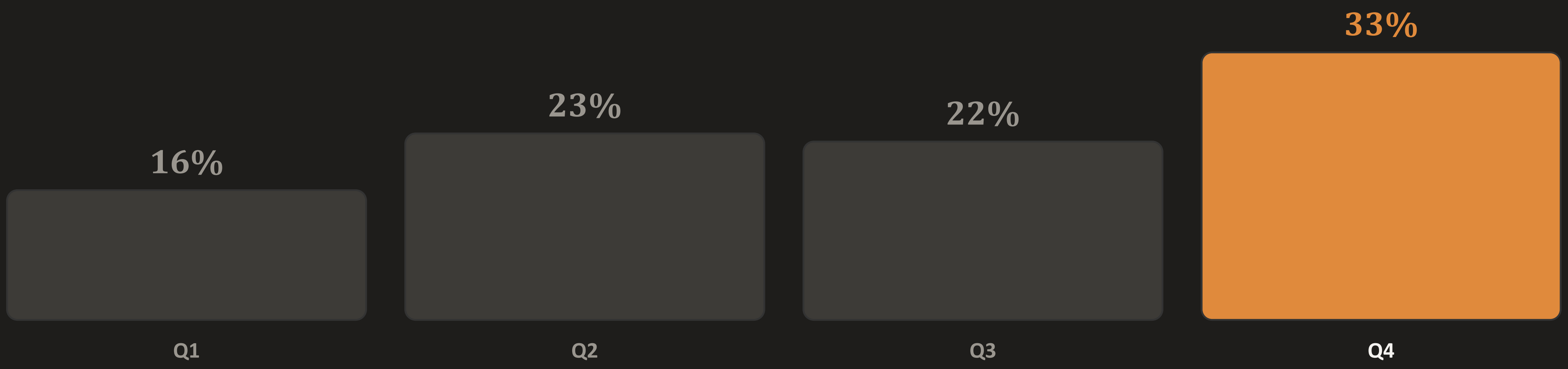
The biggest federal spending window of the year is closing

The federal fiscal year runs October through September. Agencies that do not obligate their remaining budget by September 30 lose it, and their next-year budget request gets harder to defend. So they spend.



Share of annual federal contract obligations, by fiscal quarter

Roughly a third of everything the federal government buys in a year is bought in these three months. Inside the industry it is called Contracting Christmas. Contracting officers are under real pressure to move money, and they move it toward firms that are already visible, already qualified, and easy to award to quickly.

Whoever is positioned first wins. Whoever waits until September is already too late, because there is no longer time to build a relationship, shape a requirement, or write a serious response.

THE HARD TRUTH

Why most capable firms miss this window entirely

It is almost never about the quality of the work. It is about four specific, fixable failures that show up again and again.

No system

They chase one opportunity at a time, reacting to whatever appears on SAM.gov instead of running a real pipeline. When a good fit finally surfaces, nothing is in place to move on it.

Invisible

Contracting officers and prime contractors do market research before they write a solicitation. If they have never heard from you, you are not in that research, and the requirement gets shaped around someone else.

Too slow

By the time a solicitation is public, the window to respond well has usually closed. Firms that win in Q4 were in the conversation months before the document existed.

No positioning

A generic capability statement does not tell a contracting officer what they need to hear under deadline pressure, which is that you are low risk and ready now.

The window does not care how good your work is if nobody has been given a reason to buy before it closes.

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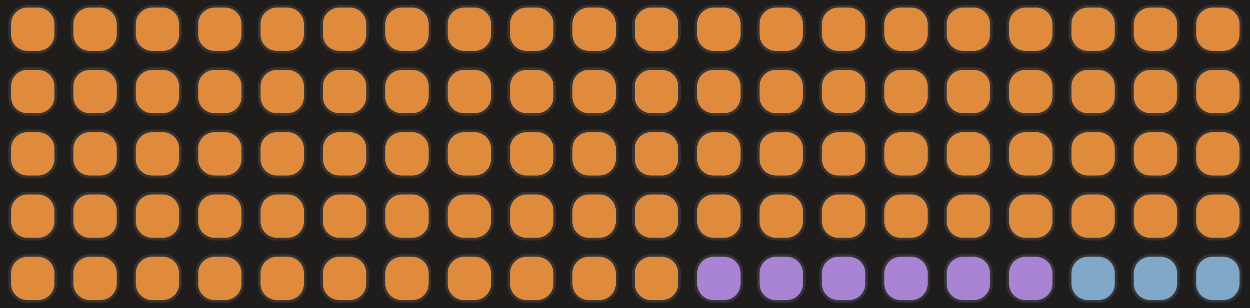
Your competition is not ready either

We assessed 146 businesses actively pursuing government and corporate contracts, scoring each across five dimensions that buyers evaluate before award. The results were worse than we expected.

91%

scored in the lowest readiness tier

Only five of the 146 were genuinely ready to compete for a contract.



Each square is one percent of the 146 assessed

64% have no governance structure, which Fortune 500 and federal buyers check before award

58% have no code of ethics, which is non-negotiable in enterprise and government contracting

43% use AI tools with no governance policy at all, an intellectual property risk buyers now ask about

This is the real argument for acting now. Most firms bidding against you this quarter cannot survive a qualification review. A supplier who shows up organized, documented, and able to price risk cleanly is not competing on price. They are competing against almost nobody.

THE ENGAGEMENT

What the Q4 Contract Blitz actually is

A fixed-fee, done-with-you sprint that positions your firm for the year-end buying window, builds and runs a real pipeline, puts you in front of the right decision makers at agencies and prime contractors, and turns qualified opportunities into submitted bids before the fiscal year closes.

You stay focused on delivering your actual work. We run the capture machine alongside you, using our team, our tools, and our relationships. This is not coaching and it is not a course. Deliverables get built, outreach gets sent, and proposals get written.

Positioning rebuilt	Your brand, capability statement, and market story rewritten for a Q4 federal buyer under deadline pressure.
Pipeline built and running	A working CRM with defined stages, populated with real targets, so nothing slips while the clock runs.
Outreach to buyers and primes	Structured campaigns to government decision makers and to the primes who may need you as a subcontractor.
Opportunities triaged	Every solicitation scored for fit before you spend a day on it, so effort goes where it can actually win.
Proposals executed	Written with you, reviewed by our capture team, and submitted before the September 30 deadline.

TWO TRACKS

Because two very different situations walk through this door

Your track is confirmed on the strategy call, before you pay anything. If neither fits, we will tell you.

TRACK A

Year-End Capture

For firms that already hold federal awards, a GSA schedule, or an existing relationship with an agency. You are inside the market and the goal is to convert the closing window.

- Analysis of expiring vehicles and option years you may be missing
- Mapping of recompetes and incumbents in your space
- Three to five qualified pursuits identified and prioritized
- Direct outreach to contracting officers and program staff
- Proposals written and submitted before September 30

TRACK B

FY2027 Fast Start

For firms with limited or no federal presence yet. Realistically you will not win a new prime award in eight weeks, but new-start awards land October through December and they are decided by positioning done now.

- SAM.gov registration audited and corrected
- NAICS codes and procurement strategy defined
- Capability statement rebuilt for a federal buyer
- Named list of target agencies and offices
- Subcontracting and teaming path, which is faster than going prime

HOW IT WORKS

One engine. Five moves, in this order.

Every engagement follows the same sequence, because the order matters. Outreach before positioning wastes the outreach.

01

Position

We rebuild your brand story, go-to-market message, and capability statement so a contracting officer reads you as low risk and ready now.

02

Build

We stand up your CRM and pipeline on the SPLOB stage discipline, so every contact has a stage and nothing quietly dies.

03

Reach

We run structured outreach to government decision makers and to prime contractors, working both sides of the buy at once.

04

Triage

Every opportunity gets scored for fit before you invest in it, with a clear pursue or pass recommendation and the reasoning behind it.

05

Bid

Proposals are written with you, reviewed by our capture team, and submitted ahead of the deadline.

Built and run with you, not handed to you as homework. Every engagement begins with a free readiness assessment at nDemandConsulting.com/federal-readiness, which takes about four minutes and tells us where to start.

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The SPLOB Pipeline, and why it exists

Most firms lose contracts to disorganization rather than to competitors. SPLOB is the stage discipline that keeps a short sprint honest. Every contact sits in exactly one stage, and moving between stages requires something real to have happened.

S	**Suspect**	They match your ideal buyer profile but nothing has been verified yet. This is the top of the funnel.
P	**Prospect**	Need, authority, and timing have been confirmed. There is a real budget and a real decision maker.
L	**Lead**	Engaged. A conversation or a meeting is live and the relationship has started.
O	**Opportunity**	A named requirement is in play. This is where triage happens and where you decide to pursue or pass.
B	**Bid**	A proposal has been submitted and is tracked through to an award decision.

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Bid and no-bid intelligence: know what to chase, and what to skip

In a sprint, wasted effort is the enemy. Every engagement includes access to our opportunity intelligence tool. You upload a solicitation and it scores the fit against your company profile, then returns a recommendation with the reasoning behind it.

PURSUE

Strong match on your NAICS codes and past performance. An active procurement program you qualify under. A realistic timeline to respond well before September 30.

REVIEW FURTHER

Partial fit. Worth a conversation before committing, usually because a teaming partner or a specific past-performance reference would change the answer.

PASS

Wrong codes, an entrenched incumbent, an unrealistic timeline, or a requirement your firm cannot staff. Better to know on day one than in week six.

Why this matters more than it sounds

The single most common way small firms waste a Q4 is writing a serious proposal for something they were never going to win. One avoided bid pays for a meaningful share of this engagement in staff time alone, and it keeps your attention on the pursuits where you have a genuine advantage.

DONE-WITH-YOU DELIVERABLES

We build the assets that win the work

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These are tangible things that exist at the end of the engagement and keep working for you afterward. Quantities vary by tier.

Capability statement overhaul

Rebuilt for a Q4 federal buyer and aligned to the procurement mandate your firm fits best.

Proposals executed

Written with you on a Q4 clock, with our capture review layered on top before submission.

Targeted white papers

Credibility assets your team uses to open doors and start conversations at target agencies.

Outreach templates and prompts

Ready-to-send messaging for government decision makers and for the primes you want to team with.

Bid and no-bid intelligence

Ongoing access to the scoring tool for every solicitation you are considering.

Risk and compliance pass

Governance, ethics, and AI-use documentation that survives a buyer's qualification review.

That last one is newer and it is worth explaining. Our own assessment data shows 64 percent of suppliers have no governance structure and 43 percent use AI with no policy. Buyers now ask about both during qualification, and a clean answer separates you from most of your competition.

CHOOSE YOUR BLITZ

Three tiers. One goal: win before September 30.

The difference between tiers is volume and depth, not quality of attention. Every tier includes the full engine.

STRIKE

$6,500

One priority Q4 target

- 200 government and prime contacts
- 1 outreach campaign
- 1 proposal executed
- 1 targeted white paper
- Capability statement overhaul
- Bid and no-bid intelligence
- CRM and SPLOB pipeline
- Kickoff and midpoint capture

SURGE

MOST CHOSEN

$13,500

A multi-opportunity push

- 500 government and prime contacts
- 2 campaigns, A/B tested
- 2 proposals executed
- 2 targeted white papers

Everything in Strike, plus:

- Bi-weekly capture sessions
- Warm teaming target list
- Red team review on one bid

DOMINATE

$24,000

All-in, with teaming plays

- 1,000 government and prime contacts
- 3 campaigns, A/B tested
- 3 proposals executed
- 3 targeted white papers

Everything in Surge, plus:

- Dedicated weekly strategist
- Facilitated teaming introductions
- Pink team, red team, orals prep

Payment plans are available on every tier. Two-pay and three-pay options, milestone splits, and custom terms. Details on the next page.

FLEXIBLE WAYS TO SAY YES

Payment plans on every tier

If cash flow is the only thing standing between you and this window, say so on the call. We would rather structure a plan than lose a good firm to timing.

Tier	Pay in Full	2-Pay (monthly)	3-Pay (monthly)
STRIKE	**$6,500**	$3,375 x 2	$2,300 x 3
SURGE	**$13,500**	$7,000 x 2	$4,750 x 3
DOMINATE	**$24,000**	$12,500 x 2	$8,400 x 3

Optional: CRM infrastructure, $97 per month

If your firm has no CRM, we build one on the SPLOB stages. Yours to keep, cancel anytime, and it carries your pipeline into the new fiscal year.

Custom terms

Milestone-based splits, deposit plus installments, and other in-house financing options. Ask on your strategy call and we will work with you.

THIS IS A LIMITED ENGAGEMENT

Ten firms. Then enrollment closes.

This is hands-on work inside a closing window. Taking more firms than we can serve properly would fail all of them.

10

firms accepted this quarter

Each engagement includes direct principal-level attention from Oscar and a working capture team. When the seats are filled, enrollment closes regardless of the calendar.

The two dates that matter

September 4, 2026

Enrollment closes. After this date we cannot deliver meaningful work inside the window.

September 30, 2026

The federal fiscal year ends. Unobligated funds expire and the buying window shuts.

Every week you wait costs scope, not just time.

An engagement that starts in early August runs eight weeks. One that starts September 4 runs four. Same deadline, half the runway, and half the number of opportunities we can realistically pursue with you.

WHAT HAPPENS NEXT

Three steps, and the first one is free

1

Take the readiness assessment

Four minutes at nDemandConsulting.com/federal-readiness. Twelve questions across five dimensions. You get a scored result and your specific gaps immediately, whether or not you ever work with us. It also tells us where you actually are before we talk.

2

Book a strategy call → https://calendly.com/ndemandcalendar/15min

15 minutes with Oscar. We review your assessment, confirm whether Track A or Track B fits, and size what is realistically winnable in the time remaining. If this window is not worth your money, we will say so on this call.

3

Choose your tier and start

If it makes sense, you pick a tier, we agree terms, and work begins within a week. Kickoff, positioning, and pipeline build happen in the first ten days.

There is no obligation at step one or step two, and no payment is taken until you have chosen a tier.

The window closes September 30.
Enrollment closes September 4.

Roughly a third of the federal government's annual buying happens in this quarter, and most of the firms competing for it are not ready. That combination does not repeat until next July.

Start here

Take the free four-minute readiness assessment at vendorpool.c3pi.com, then book a strategy call. Or reply to this email and we will set it up.

Oscar L. Frazier

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Contributed to more than $1.8 billion in federal contract awards. 600+ organizations trained. Delivered in 10+ countries across three continents.