



Market Research Workshop

A 1 or 2 Day Workshop for Government Personnel

Market Research is required for all Performance-Based Service Contracts. This workshop focuses on the clear, practical, “how-to” techniques of Market Research. We will give you a clear, practical, step-by-step approach to Market Research. We will explain roles, responsibilities, timelines and milestones, and provide you with a list of Market Research data sources.

All attendees will receive a *Market Research Handbook* containing a detailed Market Research Checklist, tips and techniques, sample documents, forms, and numerous other tools to assist in making your Market Research faster and easier.

Topics Include—

- What Is Market Research?
- How To Conduct Market Research, Step-By-Step
 - How to use the Market Research Checklist
- Regulations, Policies, And Guidance
- What Skills Are Needed
- Getting The Help You Need
- Market Research Procedures For Documentation
- How To Use Your Performance Work Statement (PWS) Data For Market Research
- Sources Of Data For Market Research
 - Making contact with a POC
 - Questions to ask
- The Market Research Final Report
 - What has to be included?
 - Where do I get that information?
 - Content and format
 - Writing the final report
 - Double checking the numbers
 - Who will use your Market Research?
- Getting Management "Buy-Off"
- Getting Contracting Officer "Buy-Off"
- The Market Research Final Report
 - What has to be included?
 - Where do I get that information?
 - Content and format
 - Writing the final report
 - Double checking the numbers



- Who will use your Market Research?
- Tips And Techniques To Make The Work Easier