



## Market Research Workshop

*A 1 or 2-Day Hands on TMS Experience  
Delivered in Live or Live Virtual Classrooms!*

### Course Description:

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.

### Learning Objectives & Topics Covered in this Workshop:

- 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 must 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"
- Tips and techniques to make the work easier

### Audience:

This workshop is designed for all government personnel.

### Toolkits:

Receive a **Student Handbook** and **Online Toolkit**, containing tools such as checklist, tips, techniques, and numerous other tools to help you use your new skills immediately.

### Additional Information

**CPE Credits:** 8.0 – 16.0

**CEU Credits:** 0.8 – 1.6

**Suggested Program**

**Prerequisites:** None

**Advanced Preparation:**

None

**NASBA Program Level:**

Basic

**NASBA Field of Study:**

Specialized Knowledge

**Delivery Method:** Group Live

– Live Virtual Classroom

