



Seller Success Spotlight: Blue Water Sales

Blue Water Sales, LLC has been providing a wide variety of industrial tools and tactical equipment to military commands since 2006. Although he had years of experience in the private sector, Matt Shaffer was not familiar with federal procurement when he joined Blue Water Sales in 2012. He turned to the FedBid marketplace, and quickly found that he had access to many opportunities that were within Blue Water Sales' core competency. By using FedBid as a resource for opportunities, Blue Water Sales expanded their business significantly, winning over \$1,000,000 in federal contracts. Currently, Blue Water Sales uses FedBid to gain exposure with new Buyers, allowing them to constantly expand their business.



"FedBid is a great system. It's straight forward, easy to use and intuitive. FedBid creates a large market of opportunities for vendors that had never existed previously."

— **Matt Shaffer**
General Manager
of Sales/Operations,
Blue Water Sales



Challenges:

- After working for several Fortune 500 companies, Matt Shaffer had extensive experience in sales, but not in the federal sector.
- Blue Water Sales was looking to grow their business by engaging with new Buyers, but lacked a means of access.
- Mr. Shaffer and his team were unable to access data that allowed them to perform market research or gauge the competition.

Approach:

- Through FedBid's simple bidding process, Mr. Shaffer quickly learned the intricacies of federal contracting.
- Blue Water Sales used FedBid to find opportunities from a large number of new buying organizations, opening the door to new client relationships.
- Mr. Shaffer uses the FedBid marketplace to discover what the federal government needs, and uses the award results for bids he submitted to better understand his competition.

Results:

- Blue Water Sales is now a seasoned organization working with federal Buyers, and has increased their sales via FedBid by over \$1,000,000.
- Over 80% of buys awarded to Blue Water Sales on FedBid have led to continued business with the Buyer, resulting in a further increase in sales.
- By using the intelligence he gains from monitoring the FedBid marketplace, Mr. Shaffer has helped Blue Water Sales greatly expand the number of products the company offers, allowing them to better serve their clients.



Here's what Matt Shaffer, General Manager of Sales/Operations, Blue Water Sales has to say about FedBid:

On increased business opportunities: "FedBid is a great system. It's straight forward, easy to use and intuitive. FedBid creates a large market of opportunities for vendors that had never existed previously"

On improved business intelligence: "As a small business we don't have a lot of data mining tools, but by using FedBid we can see what the federal government needs, allowing us to position ourselves down the road to meet those needs if we can't meet them currently."



Additional Information

Blue Water Sales provides their federal customers with in-demand tactical equipment such as:

- Body Armor – including plate carriers and tactical vests, and armor plates, helmets
- Tactical Accessories – including Holsters, gloves and night vision goggles
- Uniforms – including flight suits, fire resistant coveralls and rain gear

