

Total Optim Navigator



GovCon Advisory Retainer

Total Optim Navigator is a retainer-based advisory service for small businesses that are actively pursuing government contracts and ready for consistent, ongoing strategic support. Navigator provides direct access to buyer-side procurement expertise on a month-to-month basis within a structured six-month minimum engagement. This service is designed for businesses ready to compete, not those at the exploration stage.

What the Retainer Includes

GovCon Strategy Guidance	Ongoing advisory on market positioning, opportunity targeting, and go-to-market sequencing for government contracts.
Contracting Vehicle Navigation	Guidance on GSA Schedule eligibility, IDIQs, BPAs, cooperative purchasing vehicles, and agency-specific contracting pathways.
Certification Roadmap Support	Advisory on WOSB, EDWOSB, 8(a), HUBZone, and other certification pathways including sequencing and readiness assessment.
Opportunity Review and Fit Assessment	Review of specific opportunities to assess alignment with client capabilities, certifications, and competitive position before pursuit decisions are made.
Proposal Strategy and Review	Proposal strategy development and document review. Proposal writing is available separately through Total Optim Advantage.
Teaming and Partnership Advisory	Guidance on evaluating teaming arrangements, identifying potential partners, and structuring agreements for specific opportunities.
Monthly Advisory Sessions	Scheduled advisory sessions each month to review priorities, active pursuits, and forward strategy.

Engagement Terms

Monthly Retainer	\$833/month
Minimum Commitment	Six months. The engagement is structured to produce meaningful strategic progress; shorter engagements do not support that outcome.
Add-On Advisory	Additional advisory hours beyond retainer scope are available at \$150/hour.
Proposal Writing	Not included in the retainer. Available as a separate engagement through Total Optim Advantage at \$750/proposal.
Subscriber Benefit	Navigator clients may maintain an active Total Optim Bid subscription at their standard tier rate. Bid intelligence informs retainer advisory.

Is Navigator the Right Fit?

Navigator is appropriate for businesses that:

Have a SAM.gov registration in place or are in process
Have identified at least one contracting vehicle or agency target
Have a relevant NAICS code and at least one applicable certification
Are actively reviewing and pursuing solicitations
Need a consistent advisor, not a one-time engagement

Navigator is not the right entry point if:

Government contracting is still in early exploration
SAM.gov registration has not been initiated
No specific opportunity targets have been identified
A subscription intelligence service is a better starting point (Total Optim Bid addresses this stage)

How to Engage

- Step 1** Submit an inquiry at totaloptim.com or contact Total Optim Solutions directly to request a Navigator consultation.
- Step 2** Complete an intake assessment covering your business profile, certifications, current SAM.gov status, and contracting objectives.
- Step 3** Review and execute a six-month retainer agreement.
- Step 4** Retainer begins. Initial session establishes strategy baseline, priority targets, and 90-day action plan.

Total Optim Solutions, LLC

