

Government Strategies Practice

GOVERNMENT READINESS ASSESSMENT

We begin by evaluating your marketing, product and sales strategy in light of company and revenue objectives. Armed with this knowledge, we assess the extent to which your products and programs are ready for government market acceptance and sell-through, and identify the gaps.

The result of this investigation is a written overview of the government marketplace as it relates to your corporate offerings. Included in this overview is a realistic evaluation of the level of resources and time that will be required for you to penetrate the government market.

GOVERNMENT STRATEGY ACTION PLAN

We develop an action plan customized to your requirements based on the above evaluation. We design appropriate scenarios to support company objectives, with detailed information on the specific target agencies, departments and organizations that are best suited for early market penetration. This stage aligns your offerings to the appropriate targets and customer buying behavior patterns.

PROGRAM AND BLUEPRINT DEVELOPMENT

We then build the necessary program requirements and enablers in the following areas:

- Marketing
- Sales support
- Pricing strategies
- Post-sales support and service
- Compensation plans

We provide you with a written **Blueprint** with specific advice on the cost and implications of various sales model scenarios.

INTERIM MANAGEMENT

In this hands-on role, we identify and build a program for penetrating the government market, identify needed resources, evaluate the use of channel partners for your specific offering, build a workable sales compensation plan, and develop appropriate metrics. The final deliverable is a written Business Plan that dovetails with existing sales objectives.

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High value, results-oriented programs