



GOVERNMENT PUBLICATIONS



The Federal Market: Maximize Your Investment

For less than the cost of a day's consulting, you can learn how to build the product management and sales support processes that will bring your company to profitability.

Details

Guidebook includes worksheets for determining the best agencies to target, defining the value proposition for Federal sales, creating pricing strategies, calculating lead generation requirement, effective networking, showcasing the product, and choosing and working with consultants.

Overview

This guidebook takes you, step by step, through the basics of marketing to the federal government. It has been designed especially for the technology company that has staffed a federal sales effort, but has not yet seen tremendous traction. It is equally pertinent to a company that has had success in this market, but wants to create a replicable sales process and avoid "reinventing the wheel" by adopting industry best practices. As such, the guidebook lays out all the basic steps that should be completed in order to successfully showcase the product in the federal space. It purposely avoids unnecessary activities, while providing the rationale for each activity suggested.