



# Government Sales Specialists

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## **About Government Sales Specialists:**

Government Sales Specialists is the largest, most successful outsourced federal sales, business development, and marketing organization, with 15 years of experience identifying, qualifying, and managing the sales process from beginning to close.

Whether you have an existing government sales group and want to add significant leverage and reach in the most cost effective manner, or you do not have an existing Federal Sales team, but want to enter the most lucrative market in the world but are afraid of the perceived length and complexity, GSS has a solution for your company.

We are a small business and because we are not a reseller or integrator we are able to vet technologies from emerging companies to provide commercial best practices for federal agencies. As the Government works towards their mission of IT modernization, Government Sales Specialists is a key part of that process.

Our services include our complete Outsourced Federal Sales program where we manage the entire sales cycle; generating and qualifying leads, all the way to the close of the sale, utilizing the expertise of our entire team of government sales professionals and subject matter experts. Additionally, we offer a Market Intelligence Report; a two-month engagement where we conduct a deep dive market analysis of a client's solution, and it's prospective federal positioning complete with a comprehensive, customized playbook. Our Marketing & Research subscription package which is designed to complement the Market Intelligence Report, with full support from the government experts on our marketing and research teams. These individuals will work to create federally directed marketing campaigns, as well as identify and qualify opportunities and market placement for clients.

## **About Our CEO, Mark Hogan:**

For more than 30 years, Mark has built and managed some of the largest and most successful government sales organizations for the nation's leading technology firms.

Mark has directed federal and worldwide sales operations for established companies, as well as helping to ignite the success of Oracle, one of the largest software companies in the country.

Additionally, he grew BEA Government Systems' revenue from less than \$2M to \$148M in less than 3 years. It was during this time that he was inspired to start GSS to help generate sales success in the Government space for other organizations.

Over the past few years, Mark has also devoted himself to helping veterans returning from service. One of his proudest endeavors has been his volunteer work as a pilot for Veterans Airlift Command, an organization that pairs private pilots with combat wounded servicemen and women who have difficulties flying commercially to help provide transport to get them the medical attention they deserve.