

# Government Sales Specialists

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We sell. You succeed.

Government Sales Specialists, LLC is the largest and most successful government sales outsourcing firm. We have been helping businesses of all sizes succeed in the federal government space for over 15 years and have generated over **\$600 million in sales for our clients**. Using our team of highly experienced and well-connected executives, backed by experienced inside and outside account representatives, we accelerate the sales process by utilizing a highly efficient and cost effective approach that has a proven track record of success.

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 its prospective federal positioning. At the conclusion of the two month engagement, we supply the client with a comprehensive playbook to help guide them through the federal marketplace. We also offer a 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.

GSS provides a full suite of offerings that set us apart from the typical government consulting outfit, or Systems Integrator. We understand that needs of every organization are unique, and we are equipped to cater to those needs to better set our clients up for success. GSS executes—in partnership with our clients—the entire sales cycle that includes proactive, comprehensive research, targeted marketing campaigns, identification and qualification of opportunities, and management of the technical evaluation through the closing of the deal in the most efficient manner possible.

## Why the Government Vertical?

While companies are frequently reluctant to enter what is considered the most difficult of all verticals, GSS presents that the Government vertical is the most attractive.

## *Size*

Companies in most industries recognize that the U.S. Federal Government is the largest customer of virtually any offering. For instance, the information technology budget alone for 2017 is over \$100 Billion dollars. The IT budget has increased every year since the late 60's, often at rates over 10%. Even with the "sequester", the impact on the IT budget was minimal, still preserving the title of largest IT budget in the world.

## *Stability and Growth*

Once your solution is selected by a government entity, an almost guaranteed revenue stream follows. Our experience has shown an increase in repeat revenue upwards of 40% per year on average. In addition, acceptance by one government agency exponentially increases the ability to penetrate other agencies.

## *Cost of Sales and Average Transaction Size*

One of the most attractive aspects of government sales is the very favorable deal size and reduced cost of sales. While VP/GM of BEA Government Systems, GSS CEO, Mark Hogan, had an average transaction size of \$1.7 million vs. \$107,000 for his representative commercial counterparts. The significant difference is attributable to more enterprise and program licenses as well as the larger size of the accounts. The cost of sales was less than 20% of the same commercial counterpart, due in part to reduced travel and fewer offices to support. These differences are generally consistent across most companies our executive staff has worked with, including Oracle and Siebel.

## **Why Outsource?**

### *Sales Force Multiplier*

One of the most common errors made when starting a government vertical is hiring just one sales representative. This is actually two mistakes: (i) one person does not have enough bandwidth to adequately cover a single agency, let alone the entire government; and (ii) an experienced government sales representative's first lesson learned is "never be the first person in the government space." Therefore the person who accepted the position is probably not experienced and/or qualified. Even if your company has an established government team, there are likely many agencies that haven't been penetrated because most quality sales execs specialize in one or two agencies. When building GSS, a special emphasis was placed on hiring experienced executives from all areas in government sales. In addition, a single sales exec is fortunate to have 25 – 40 meetings per month with perhaps one or two of those at the "C" level. GSS has hundreds of meetings per month across all agencies, with dozens of "C" meetings. Outsourcing provides a much larger coverage model with dozens of sales executives for much more complete coverage for less than the cost of one. Virtually every successful government sales organization has either started with outsourced help, or hired 12 or more people to jump start sales.

### *Representation by “A” Players*

Attracting the best talent is very difficult whether you have an established sales organization or are starting one from scratch. Yet without the depth of experience found only in enterprise class government sales executives with 20 or more years of experience, it is a difficult proposition to achieve success rapidly. In addition to our depth of relationships across multiple agencies and Systems Integrators, all of GSS’ executives have closed substantial enterprise class deals in the millions to tens of millions in size. The ability to structure deals and close them quickly is one of our hallmarks.

### *Address Multiple Aspects of the Government Sales Process*

A successful government sales organization will address not only tactical sales, but also business development, partner management, research, and inside sales. Generally most government groups won’t invest in all of the necessary people to ensure success. At GSS, not only do we identify, qualify, and present your solution to the decision makers, we provide direct mail campaigns, inside sales follow up support, and assist in “Federalizing” your marketing literature. Selecting the proper partners in the SI community and choosing the right contract vehicle can consume weeks if not months of your salesman’s time. We even provide the intangible benefits such as providing a Washington, DC presence. Using GSS can literally save you hundreds of thousands of dollars for salaries and benefits associated with internal hires.

### *Significant Cost Savings*

GSS has more experience than any other organization in the business of starting and running government sales organizations. In addition to having personally started most of the large IT companies’ Federal sales teams, we’ve helped numerous companies start their organizations as clients of GSS. Plus, our CEO is a regular guest lecturer at several university business schools, including Harvard Business School and the Smith School of Business. In his lectures, he strongly suggests starting with a minimum of 12 quota carrying personnel. However, the reality is most companies try to start with just one senior sales representative which almost always results in failure, regardless of the quality of the individual. The chart below outlines the cost of just one senior person and the absolute minimum of tools and expenses compared with the cost of our services:

Expense	Our Service			In-house Federal Sales
	1 <sup>st</sup> Vertical	2 <sup>nd</sup> Vertical	3 <sup>rd</sup> Vertical	1 <sup>st</sup> Vertical
Vertical				
Sales Salaries	\$150,000	\$90,000	\$60,000	\$120,000 Base Min.
Recruiting Costs	<u>INCLUDED</u>	<u>INCLUDED</u>	<u>INCLUDED</u>	\$24,000
Benefits & Taxes	<u>INCLUDED</u>	<u>INCLUDED</u>	<u>INCLUDED</u>	\$42,000
<b>Subtotal</b>	<b>\$150,000</b>	<b>\$90,000</b>	<b>\$60,000</b>	<b>\$186,000</b>
Agency Specialists (former exec(s) with access to C-level contacts)	<u>INCLUDED</u>	<u>INCLUDED</u>	<u>INCLUDED</u>	\$60,000 per Specialist
Business Dev. Salaries	<u>INCLUDED</u>	<u>INCLUDED</u>	<u>INCLUDED</u>	ADDITIONAL COST*
Partner Mgmt. Salaries	<u>INCLUDED</u>	<u>INCLUDED</u>	<u>INCLUDED</u>	ADDITIONAL COST*
Office Space	<u>INCLUDED</u>	<u>INCLUDED</u>	<u>INCLUDED</u>	\$4,000
Other Overhead	<u>INCLUDED</u>	<u>INCLUDED</u>	<u>INCLUDED</u>	\$6,000
Marketing Support	<u>INCLUDED</u>	<u>INCLUDED</u>	<u>INCLUDED</u>	\$60,000
Government Database	<u>INCLUDED</u>	<u>INCLUDED</u>	<u>INCLUDED</u>	\$6,000
Research Staff	<u>INCLUDED</u>	<u>INCLUDED</u>	<u>INCLUDED</u>	\$40,000
Inside Sales	<u>INCLUDED</u>	<u>INCLUDED</u>	<u>INCLUDED</u>	\$65,000
Est. Additional Costs*				\$150,000
<b>Annual Cost</b>	<b>\$150,000</b>	<b>\$240,000</b>	<b>\$300,000</b>	<b>\$577,000 (1 Vertical)</b>

## What GSS Is

GSS is the largest and most experienced government sales outsourcing company, headquartered in the metropolitan Washington, DC area. We are a full-service outsourced sales and business development firm, specializing in sales to all Federal government agencies. We were founded in early 2003 to address the need for companies to either enter the government market, or for those that have a presence, increase revenues dramatically. GSS is staffed at the executive level by some of the most experienced enterprise class sales people. Our Executive level is, in turn, backed by an experienced group of account executives, inside sales representatives and researchers. This organizational structure provides for efficient identification, qualification and closing opportunities for our clients.

## **GSS Advantages**

**Personnel** – Aside from being the largest firm of its type, GSS has the most experienced sales executives from industry. Included are veterans of Oracle, Siebel Systems, EnterWorks, BEA Government Systems, and TriTeal, as well as VP's from several large systems integrators such as Northrop Grumman and L-3. When you are looking for outsourced sales assistance, examine the personnel backgrounds carefully. If the majority of their experience was working for the government, a government affairs organization or even business development positions at accounting firms, etc., then they likely never carried a quota, let alone executed large enterprise sales.

**Access** – No matter how compelling your solution is, it cannot be sold without meeting with the decision makers. GSS' size and structure enables us to secure more *qualified* meetings than anyone else, often hundreds in any given month. It is important to emphasize *qualified* meetings since that requires professional sales skills to adequately qualify a meeting. Calling a former colleague to ask for a meeting does not constitute a qualified meeting. Perhaps even more important than whom we see is how often we see the decision makers. This frequency allows sales cycles to be shortened significantly.

**Trusted Advisor** – A fundamental tenet GSS has always obeyed is to provide genuine service to the government by providing information to the government. In doing so, we ensure not only repeat meetings, but often meetings requested by the government to discuss current issues. In addition, GSS does not carry any contracts such as a GSA Schedule. GSS is not classified as a "Vendor", thus giving un-paralleled latitude with no restrictions on meetings.

**Transparency and Accountability** – GSS recognizes one of the primary components to success is the close working relationship between our professionals and our clients. To ensure this, GSS requires weekly calls with our client company's points of contact to discuss in detail our activities (meetings, marketing events, etc.), pipeline and forecast movement, and other pertinent information. In addition, regularly scheduled overall account reviews occur on a quarterly basis.

**Efficient Procurement Strategies** – GSS provides guidance throughout the procurement process from both a strategic and tactical approach. The focus on the latter is to establish and maintain the involvement of senior government leadership as they likely have a preferred path of procurement or established contractual relationship with system integrators supporting the agency for a broad range of activities. Much of our business is captured with existing contracts or we identify key discriminators and approaches that uniquely position your company for a limited or sole source procurement. The strategic approach is critical as we help advise on partners that can position long-term relationships with key system integrators or unique businesses that have procurement priorities like companies categorized as Service Disabled Veteran Owned Small Business (SDVO-SB) that help agencies address priorities and enable effective partnerships across many agencies.

## ***GSS Performance***

Our GSS Executives have generated over \$600 million in revenue for our clients. Some examples of our successes include:

### *Services Firm*

GSS closed a six-figure opportunity in 90 days for a services firm with no prior government experience. More significant was the fact the deal closed on December 31, often a difficult day to get orders from the government due to holiday schedules.

### *Security Software Provider*

*While we had been tracking the opportunity for over a year, we won a \$28.3 million award for a US Army enterprise standard in less than five months for a new client. Subsequently, the US Navy has selected the same vendor as their standard.*

### *Compliance Vendor*

GSS facilitated an agency-wide license sale to the Department of Veterans Affairs on the last day of the government fiscal year totaling \$7.4 million. This was our client's initial revenue from the government and was accomplished within 5 months after engaging GSS. Subsequently we sold over \$22 million over a period of 18 months to various agencies, including a \$10 million program license with DISA (Defense Information Systems Agency).

### *Case Management/CRM Company*

For a multi-billion dollar company, GSS increased government sales from \$12 million in forecasted revenue to over \$60 million in just over one year. This included almost \$30 million in sales to the Department of Homeland Security in two separate transactions.

## **Summary**

Government Sales Specialists is the largest, most successful sales outsourcing firm dealing with the government. GSS' primary focus is identifying, qualifying, and closing business for its clients. Our value proposition is extremely compelling as compared to internal hires. If you are interested in growing your revenues in the public sector, your best probability for success is engaging GSS. We look forward to the opportunity of working with your company and jointly building success in the largest market vertical in the world.