

Government Sales Specialists

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Profile

Since 2003, we've applied our relentless sales focus to help technology companies sell more than \$600 million of their products to the federal government.

Our team of government sales specialists builds sales pipelines, manages the entire sales process and helps our clients accelerate their government sales success.

Challenges

3 distinct govt verticals

456 total number of federal agencies

526 total number of federal CIOs

\$300K cost to fully support single govt sales rep

\$130B federal IT budget (in billions)

1887 pages of federal acquisition regs

Skills

Outsourced Sales - we manage the entire government sales cycle: generating and qualifying leads, connecting and meeting with IT decision makers, managing technical evaluations, and closing the sale.

Market Intelligence - our internal research staff conducts an extensive market intelligence and research survey, where we produce a full length federal sales playbook, designed to give organizations a step by step guide to succeeding in the government.

Marketing & Research - We "federalize" our clients' marketing materials to address distinct government priorities and conduct lead generation marketing campaigns, and thorough research to qualify opportunities and market placement for clients.

Areas of Expertise

Current federal technology priorities include:

(Cybersecurity) - A continuing top priority

(Data Storage) - Increasing efficiency and reducing costs by upgrading or maintaining legacy systems

(Internet of Things) - Creating a connected world

(File Sharing) - Fostering secure collaboration

(Data Networks) - Modernizing, securing, and managing

(Analytics) - Learning what American citizens want

(Emerging Tech) - Mission advancing technologies

(IT Services) - Maintaining and managing IT infrastructure

Process

Our formal sales methodology, executed by a highly skilled and experienced team, has been refined over the past 15 years to generate a consistent and perpetual federal sales pipeline.

Kickoff & GTM Plan

Research & Quantify

Contact IT Decision Makers

Conduct Meetings

Coordinate Tech Demos

Identify Procurement Strategy

Close the Sale