

# Government Sales Specialists

## Overview

Government Sales Specialists

We sell. You succeed.

# Government Sales Specialists

## History

- ▶ Founded in 2003. We have 15 years of experience helping our clients accelerate their sales and grow in the federal space.
- ▶ GSS' Founder and CEO, Mark Hogan, founded and managed the Federal teams at Oracle, TriTeal and BEA, as is a guest lecturer on selling to the government at several business schools
- ▶ GSS has helped technology companies of all sizes generate nearly \$600 million in sales to the federal government.

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## Company Information

- ▶ Outsourced Government Sales & Business Development
- ▶ Market Intelligence/Marketing & Research Service
- ▶ We work with existing federal teams, or help you create a foundation
- ▶ Trusted advisors to the Government
- ▶ Methodical, well practiced engagement from selection of clients, through on-boarding, building pipelines, to closing revenue

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## What We Are Not

- ▶ We Are Not:
  - Integrators
  - Resellers
  - Vendors

GSS is the largest and most experienced government sales, marketing, and research organization. A fundamental tenet GSS has always obeyed is to provide genuine service to the government by providing valuable information and insight. Additionally, GSS is not classified as a “vendor”, thus giving un-paralleled latitude with no restrictions on meetings, and government insights not afforded to typical vendors.

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## What We Are

- ▶ **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** — Internal research staff 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 federal priorities and conduct lead generating marketing campaigns and conduct thorough research to qualify opportunities and market placement for clients
- ▶ **Procurement** — to close sales quickly and efficiently, we manage the procurement process and sell almost exclusively through sole source vehicles

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## Cost Benefit Analysis – Individual Hire vs GSS

- ▶ **\$300K Annually** – the cost to fully support a single government sales representative
  - Impossible to have complete coverage
  - No marketing or research support
  - Lacking any federal business development or market intelligence insights
- ▶ **~\$150K Annually** – The annual cost for **Government Sales Specialists** complete outsourced federal sales team
  - Full team of sales, marketing, and research experts
  - Coverage of a much bigger portion of the federal government
  - Highly experienced executive team
- ▶ **~\$70K Annually** – The annual cost for **Government Sales Specialists** Market Intelligence Survey **and** Marketing & Research Subscription
  - Extensive two month Market Intelligence engagement
  - Develop a Market Intelligence playbook outlining our findings
  - Federal marketing support and opportunity research

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## Our Benefits

- ▶ **Coverage** – One sales representative can only cover a tiny slice of the government, it is impossible for them to achieve full coverage.
- ▶ **Full Service Team** – GSS offers a full service team of inside and outside sales professionals, marketing, and research teams to ensure full coverage of the federal government.
- ▶ **Privileged Access** – An executive team with decades of experience can provide you with access to top level decision makers within the federal government. Whereas a single sales rep will not have these connections, nor access to officials at this level.
- ▶ **Flexibility** – Multiple service and subscription offerings designed to fit the needs and budgets of any organization

# Contact Us

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