



Government Sales Specialists

GOVERNMENT SALES SPECIALISTS

Service Offerings – 2018

GSS knows that the needs of each company are unique, and since no one knows the Federal Government better than we do, we are prepared to offer a complete suite of service packages designed to help your organization take full advantage of our extensive knowledge, connections, and experience gained from countless years working with the Government, no matter what your current and future needs may be.

The US Federal market is vast and companies can greatly increase their revenues by approaching the market with the right strategy. The Federal government is the size of the top 25 Fortune 500 corporations combined, and opportunities tend to be larger than commercial opportunities while the selling costs are generally significantly less.

The secret is to reach a broad swathe of the potential customers very rapidly and uncover potential opportunities before competitors have the chance to pass your current lead.

A major benefit of all of our service offerings comes from GSS' unique ability to help present our client's solutions to far more agencies and system integrators thanks to the size of our team and our status as a trusted advisor, providing more access and credibility than a small federal sales team, leading to more deals closed deals, and substantially increased revenue.



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Outsourced Government Sales & Business Development

GSS' Outsourced Government Sales model has been perfected over the past 15 years and has been designed to accelerate sales and close deals in the Federal space for organizations of all sizes. We identify, qualify, and drive demand generation through our proven sales processes and connections in our vast network of Federal professionals.

In this service package, we handle the entire sales cycle, including proactive research where we identify agencies with budgeted money to spend, and the initiatives that are their top priorities, a complete federally directed marketing program, identification and qualification of opportunities, management of the technical evaluation, and continually guiding the process all the way through the close of the deal usually with a Sole Source procurement, drastically reducing the sales cycle.

- ***Inside and Outside Sales Staff*** – GSS employs an extensive staff of inside and outside sales professionals as well as former Government executives and subject matter experts to ensure we get our client's solutions in front of the right people.
- ***Complete Sales Cycle Management*** – We manage the sales cycle from identification of the deal, all the way through the close, simplifying the process for clients, and using our expertise of the Government landscape to close deals as quickly as possible.
- ***Marketing & Research*** – GSS conducts a number of federally directed marketing efforts for our clients, as well as an extensive research program to help find and qualify opportunities in the federal marketplace.
- ***Regular Progress Updates*** – Communication is the key to success, and we take the very seriously with regular sales calls between GSS executives and our clients. We use this time to update clients on their pipeline, briefings on any meetings with government officials, and marketing & research updates.
- ***Access to Top Government Officials*** – One of the greatest benefits of working with GSS is our unparalleled access to top government executives, so we can put our Outsourced Government Sales client's solutions in front of key decision makers.

PRICING MODEL: \$12,500 – 25,000 monthly retainer, 10-15% success fee



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Comprehensive Market Intelligence Report

Our Comprehensive Market Intelligence Report is based on a 2-month engagement where the executives and research teams at GSS will conduct a thorough market analysis of a client's solution and its prospective federal positioning. During this time, the team will develop a federal sales playbook with the knowledge gained to help the client understand the processes of the Government and achieve success in an efficient manner.

We utilize our extensive knowledge of the federal landscape, and our rich network of valuable connections, as well as a deep understanding of our client's services and solutions to create a Market Intelligence Report outlining the results of these findings, including interviews with up to dozens of federal decision makers, relevant intelligence, both published and internal opportunities, competitive landscape and qualified leads.

- ***Extensive Two Month Research Project*** – Over the course of the 2 Market Intelligence engagement the marketing and research teams at GSS will conduct a thorough market analysis, and develop a federal sales playbook with the knowledge gained.
- ***Methodology*** – Our methods and sources include first-person interviews with government executives, members of the system integrator community, open source intelligence and perhaps most importantly, the GSS Internal Opportunity Database.
- ***Market Intelligence Playbook*** – The Market Intelligence playbook will represent the culmination of the comprehensive research report, and is designed to arm our clients with the knowledge and information they need to be successful in the federal space.
- ***Establishing Federal Positioning*** – The report will include relevant market intelligence, published and internal opportunities, qualified leads, and will provide a market strategy for our clients.
- ***Optional Continuation*** – After the completion of the report, there is an optional Marketing & Research subscription service that provides effective marketing campaigns and provides updates on new opportunities tailored to the client's offering as outlined in the Market Intelligence Report.

PRICING MODEL: \$30,000 (\$15,000 due at signing, \$15,000 upon delivery)



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Marketing & Research Subscription

This monthly Marketing & Research Subscription service is generally recommended as a continuation of the Comprehensive Market Intelligence Report. In this package, we offer full support from the Government experts on our marketing and research teams. These individuals will work to create federally directed marketing campaigns, including social media support, email blasts, “federalization” of current marketing materials, and support for new collateral or live events.

To compliment the branding and lead generation efforts created by our marketing team, our research professionals will identify and qualify opportunities in the federal space for our client to pursue. These will be sought out by utilizing our top-level contacts and unique positioning as “trusted advisors” to the Federal Government, and deep understanding of the developing needs of Federal agencies.

- **Evaluation** – We will study current or past marketing campaigns and collateral and evaluate their potential success in the federal marketplace, and make suggested improvements to current collateral, as well as recommendations for future material.
- **Federalization** – We “Federalize” our client’s marketing materials, ensuring that they are tailored to the language of the Federal Government.
- **Email Campaigns** – GSS will conduct periodic direct email marketing campaigns, targeted at our vast database of reliable federal contacts for branding and lead-gen purposes.
- **Social Media Support** – An evaluation of the Federal positioning of our client’s social media efforts will be conducted, and we will offer suggest content and copy for one federally directed social media post a week, which can be used across multiple platforms.
- **Identification of Opportunities** – Utilizing our top level contacts in the Federal Government, will identify and qualify opportunities for you to pursue.
- **Introduction to Federal Executives** – During our frequent meetings with top federal officials, we will introduce client’s solution to establish any potential opportunities.

PRICING MODEL: \$3,000 Monthly Subscription Fee (when combined with Market Intelligence Report), \$4,000 Monthly Subscription as a standalone