



Successful Selling to the Government

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Back to Basics – Now that I have my GSA Schedule What is the Next Step?

By Peter Adler, Seneca Creek Consulting

Selling to the government is a difficult task even with a GSA schedule contract in hand. In today's competitive market, an enterprise must possess the market intelligence, the most workable tactics and strategies, and the knowledge of where a firm's offerings stand the greatest probability of acceptance by the procuring Agency.

We often speak with companies that hold schedule contracts who state that their revenue expectations have not been realized from these contracts. The reasons are not necessarily simple but most often we have found that these same companies did not have a solid, well-thought out "plan of attack" for marketing off their schedule contracts.

A basic starting point is to develop a Road Map. To simplify matters, the Road Map consists of 4 basic elements:

Discovery – What are the products/solutions that most closely align with both historical, as well as current mandated requirements? Do any of your products/solutions have unique discriminators that would provide a more favorable competitive position for your company?

Target Customers – Who buys what you are selling, the Government, Prime Contractors or a combination of both? Which Government agencies have the largest budget and contract actions in place or in the planning stage?

Acquisition Method – How do your target customers buy what you are selling? Do they use schedule contracts or other methods?

Sales Strategy – Can your products/solutions be sold directly to the Government end-user or is the Prime Contractor your customer? These are two entirely different approaches. The former is on the "push" side of the equation while the latter is on the "pull" side of the equation. What are the major program actions that need to be targeted over the next 6, 9, 18 and 24 months to position your products/solutions in a pro-active sales mode?

Follow the old adage: proper planning makes for more predictable results and favorable expectations. A well thought-out plan will provide your company with a step-by-step roadmap, tailored to your company's specific products/solutions that permit rapid "traction" in the Government markets.

The GSA Corner: How the Government Stimulus Package Impacts GSA IT Contract Holders

By Rob Polland, The JDS Marketing Group

President Obama passed the \$787 billion dollar economic stimulus package into law on February 17, 2009. This bill earmarks over \$100 billion dollars in Information Technology initiatives alone. This amount of money is more than the entire Federal Government spent in all of fiscal year 2008 on IT products and services. One key area of focus on the stimulus package is updating the federal government's digital infrastructure. This new administration is very tech-savvy and plans to upgrade many of the processes the Federal Agencies utilize to do business with one another as well as with the taxpayers they support. GSA schedules are constantly changing and new Special Item Numbers are added to meet more specific categorization.

Has your company positioned itself to profit from this landmark legislation?

Many GSA contract holders that stay ahead of the curve with new product offerings could be the biggest beneficiaries of this new wave of funding. The best way to benefit from the various programs that will be funded is to have all of your available products and services on your GSA contract. Even having all of your products and services on Schedule will not make you competitive if you have not kept your pricing current and in tune with the current market conditions. In January, GSA sent out emails to all contract holders who have not updated their GSA Advantage! catalogs in over two years. GSA will remove these outdated catalogs (within 90 days) if the contracts holders do not update them or verify that there has been no changes in their product or service offerings in the last two years.

Make the most out of this historic time in federal spending.

Partner Corner

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The JDS Marketing Group, Ltd. - Offering premiere GSA Schedule Negotiation and Marketing Consulting Services to the Federal Government contracting community for over 15 years. Contact Debbie Wolland at 703-502-1500 or email at: dwolland@jdsmarketing.com. For more information go to www.jdsmarketing.com.

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