

Build Your Government Business

Understanding the Market | Building A Plan |
Identify Opportunities | Build Winning Proposals |
Capture Management | Teaming | Generate Sales

The key to successful market entry or expansion in any industry is a good understanding of the real landscape before coming in. Are you a successful commercial company seeking to build a government practice? Does the government buy what you sell? If so, who are the current sellers (your competition)? What seems to be the preferred buying method (GSA Schedule, other contract, open market)? How do you get meetings with decision makers? How do you measure the effectiveness of your business development efforts? What criteria should you consider in teaming relationships?



For small to medium size businesses, understanding the nuances of selling to the government is important before major expenses, and perhaps costly mistakes occur. The government market is comprised of a quagmire of niches – and the marketing approach that one size fits all does not work.

ClearCoast seeks to work with those companies who understand that succeeding in the government market isn't a short term process. Our services include:

Educating Your Company on the Government Landscape

Our marketing support services entail a customized approach in which we work one-on-one with you. Serving as your consultative coach, ClearCoast will expand your understanding of what it takes to succeed in the federal marketplace.

We provide our initial marketing services over a 30 day period. This consists of three (3) 2-hour phone or on-site tutorial sessions. Each session is purposefully designed to lead you

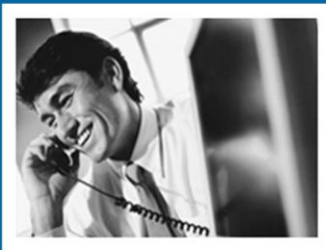
through the basics of understanding marketing to federal agencies. Together, we outline a roadmap which prioritizes your actions to building relationships and generating sales.

With each session you will receive insightful resources and captured knowledge compiled as a desk-top reference guide. Our goal is to assist you in the development of a comprehensive and fully integrated marketing plan by the end of the 30 day period.

Our tutorial sessions are as follows:

Session I

Preparing to Market to the Federal Government



- Conducting a Corporate Assessment
- Reviewing Your Past Performance
- Reviewing Marketing Collateral
- Identifying Your Brand Message
- The Government Buying Cycle
- Researching Government Dollars
- Identifying Agency Selection Criteria
- Researching Targeted Agencies
- Identifying Prospects
- Leveraging GSA Schedule E-Tools

Session II

Seeking Opportunities & Building Relationships



- Understanding Your Customer
- Market Intelligence on Opportunities
- SBA Agency Advocates
- Mentor/Protégé Opportunities
- Teaming with Prime Vendors
- Promotion in key Marketing Channels
- Events, Tradeshows, Press, Online Activities, Direct Marketing, Advertising
- Who and What to Trust
- Driving prospects to your GSA schedule

Session III

Building Your Strategic Marketing Plan



- Identifying and Prioritizing Next Steps
- Setting Realistic and Measureable Goals
- Compiling research into Strategic Marketing Plan
- Additional Support Resources
- Executing your plan
- Follow through
- Ownership

ClearCoast educates customers through a three-part tutorial session in the building blocks necessary to build a presence in the government market.

Identify, Pursue and Win New Business

With an understanding of the government landscape and your marketing strategy in place, you'll need resources devoted to sell! Through a proactive capture management program you can identify your prospects, create opportunities and develop the key relationships for an integrated sales program. Keep in mind there are many paths here. You could hire somebody who looks good on paper, but who hasn't really delivered in their career. You could attempt to do it yourself and set up a Washington, DC office but at what cost?



ClearCoast brings you a proven solution at a fraction of the cost. We have teamed with seasoned experts in Washington, DC who bring years of experience working in and with dozens of government agencies. These professionals are well respected in the Federal market for delivering results. We are firm believers in working with the right people with the right skills.

We offer several solutions to bring together a fully integrated federal government sales program:

- Identify how the government buys your products/services
- Market you directly to the end users and touch points
- Set up meetings and phone calls with buyers
- Submit winning proposal responses
- Consider teaming and subcontracting opportunities
- Fully engage in capture management
- Detailed searching of pre-solicitation bids
- State and Local Opportunities

For more information about the comprehensive marketing and business generation efforts provided by ClearCoast and our team, call 310.740.0053.