

Business Development Assessment & Strategy Session

A comprehensive 8-hour evaluation and strategy service offering

Enhance your growth strategy by prioritizing focused effort and maintaining consistency

Are you a growing business looking to assess your GovCon growth strategy? Benefit from a clear plan for revenue growth, agency expansion, and increasing contract vehicles. Expand your network for more opportunities with our tailored 8-hour evaluation and strategy session, providing valuable insights including:

1

TAILORED BD STRATEGY PLAN (NEXT TWO FISCAL YEARS):

- Define/refine the go-to-market strategy for the federal market
- Evaluate existing market intelligence, capture, and proposal capabilities
- Assess targeting of set-aside contracts (8(a), small disadvantaged, SDVOSB, WOSB, HUBZone, and ISBEE)
- Develop strategies for targeting small business-friendly government buyers and large prime contractors

2

ACCOUNT PLANNING FOR TARGET AGENCIES:

- Review existing and expiring contracts
- Identify specific opportunities for pursuit
- Define ideal scope of work for the next two fiscal years
- Discuss desirable agency contract vehicles and effort needed for positioning

3

CLEAR AND COMPELLING VALUE PROPOSITION:

- Define/refine value proposition for Government buyers, strategic partners, and federal agencies
- Emphasize key differentiators that set your business apart in terms of expertise, innovation, or cost-effectiveness
- Align proposition with specific needs and pain points

4

RECOMMENDATIONS AND TACTICAL STEPS:

- Enhance pipeline development, capture, and CRM processes
- Provide specific action steps and evaluate the current CRM system
- Develop outbound call/email campaigns for brand awareness expansion

What Sets Us Apart

EXPERT TEAM WITH INDUSTRY EXPERIENCE:

Utilize our team's vast GovCon expertise to navigate complexities and devise focused strategies. We've successfully fueled growth for Small Disadvantaged Businesses, ANCs, NHOs, Tribal 8(a)s, and emerging large enterprises.

ONGOING SUPPORT:

At our core, we prioritize building enduring partnerships with our clients. Once we conduct our 8-hour strategy session, you'll gain exclusive access to our dedicated support team.