

# 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:

### 01 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

### 02 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

### 03 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

### 04 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.

