



Building a Federal Channel: a Case Study

THE CHALLENGE

A San Diego-based IP broadband satellite network provider had experienced some success in the Federal market, but wanted to expand its market share and revenue base.

THE PLAN

FedSalesConnect worked with management to determine the offer and business metrics to the government market, educated senior management about the Federal market, identified the opportunity and outlined operations and business process requirements. We worked with Sales, Marketing and Operations to build a value proposition, define product offerings, and develop a channel strategy and a Sales and Marketing Plan.

Next we helped prioritize business goals and set budgets, working with the Sales and Finance teams to identify cost, project sales budgets and assess risks. Next we crafted a Federal Sales job description to attract top, experienced sales professionals, working with Human Resources to build a fair and competitive compensation package. With the go-to-market strategy underway, qualified sales professionals on board and unique, decisive value proposition, the company's Federal Sales Team hit the ground running.

RESULTS

- Federal Sales met their targeted budget for years 1 and 2
- 4x revenue within 26 months
- Established a brand identity in key DoD and DHS agencies
Leveraged existing enterprise and corporate partnerships and relationships into the Federal market
- With a disciplined approach, the Company was able to accomplish more with less: focusing on key opportunities that underscored existing footprint and emphasizing key technology drivers were fundamental to early success.

Contact us for information on how we can help your organization quickly build momentum in the Federal market.