



From Small Business to Federal Market Success: a Case Study

THE CHALLENGE

A minority/woman-owned small business located in California was looking for a way to increase sales in challenging economic times. The company identified the Federal Government as a key market for their product suite that included clothing and personal products.

THE PLAN

The company had already engaged another firm to help with their go-to-market plan, but with little success. They contacted FedSalesConnect for hands-on assistance. Starting with a mini Business Planning Session, FedSalesConnect took inventory to determine the offer, the resources and business metrics.

As the end of the fiscal year was imminent, there was little time to waste if they were to capitalize on end-of-year funds available in small business set-asides. FedSalesConnect developed a filter for opportunity identification and a marketing approach to open doors in a geographically-defined area.

Committed to success, the next step was to build a template for writing solicited and unsolicited proposals. FedSalesConnect provided ongoing coaching and review of all proposal submissions.

RESULTS

- The first purchase order was received within 90 days of contracting with FedSalesConnect
- Relationships were established with Contracting in four agencies
- The Company is beginning to establish a brand identity in key agencies as a knowledgeable and motivated partner
- Skills transfer from FedSalesConnect to the Company's management team minimizes the cost of external training and support.

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