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CASE STUDY #5: FEDERAL GOVERNMENT REGISTRATION/SET-UP

CLIENT: Printing & Publishing Company / Printing

LOCATION: Virginia

TIMELINE: 2015 – to present

**Challenge:** Understand federal government procurement and contracting process, solicitation activity, and overall public sector in order to do business.

**Project:** Conduct readiness assessment and provide counsel for updating current federal government registrations and set-ups in order to sell to the federal government. Provide an in-depth and extensive overview of the federal government, educational sessions, and reading materials. Using relevant examples and tools from multiple sources internal and external to the federal government. Hold weekly meetings/sessions. Develop strategic plan and action outline; develop contacts database.

**Results:** Client has launched the strategic plan to develop relationships through relevant messaging, opportunity alignments, and past performance.

NOTE: Next phase will be to develop a go-to-market strategy with pipeline development to pursue procurement/solicitation opportunities.