



Create04, LLC Consulting Services

***Go-to-Market Strategy and Execution Planning for Successfully
Targeting, Marketing and Selling***



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20-plus years of experience in marketing and business development strategy and execution

Marketing experience from client and agency perspectives

Extremely knowledgeable in fully integrated marketing and advertising strategy, planning and implementation

GSA Schedule Proposal Development Specialist

Sales & Marketing Executives International (SMEI) Certified

Past American Marketing Association (AMA) Board Member

National Institute for Social Media (NISM) Strategist

According to the Victory in Procurement™ (VIP) Survey: “Strategies for Small Business Procurement Success” (American Express OPEN for Government Contracts): “Given the Government goal of awarding 23% of their spending (>\$500 billion annually) to small firms – some \$115 billion annually – Federal contracting is an important avenue of growth ... And it is important to learn more about the challenges and successes small business owners are having pursuing Federal contract opportunities ... Successful small business(es) have made a much more significant investment of time and money in pursuing Federal contracting opportunities than less successful counterparts ... Active contractors estimate they committed, on average, more than \$86,000 in cash and staff resources (per year) seeking contract opportunities ... (And) it took nearly two years (20 months) to win their first Federal contract.”

“In my 30 years of studying the Business-to-Government (“B2G”) Market, I have observed that 90 percent or more of the companies that try to enter the market fail the market. They fail not from lack of skill at what they do; they fail from lack of understanding the nuances of a new market – a different market – with rules arcane enough to cover literally tens of thousands of pages of ‘Government Speak.’ They do not adapt ... There are many pieces to the Government Market puzzle; without all the pieces, the picture is never complete ... There are many ways to succeed in the Government Market; each path is different ...

The Government Market is only sexy if you really like money ...”

*“SELLING TO THE GOVERNMENT:
What It Takes to Compete and Win in the World’s Largest Market”
Mark Amtower (John Wiley & Sons, Inc.)*



How Ready Is Your Company to Successfully Engage the Federal Government?

How Confident That *“You Know What You Do Not Know”* About Government Contracting*?

- ✓ Analyst, Public and Media Relations
- ✓ Business Development Strategy, Planning and Execution
- ✓ Dashboard (Metric) Management and Measurement
- ✓ D.C. Networking; Who to Know and What to Know
- ✓ Employee Recruitment and Retention
- ✓ Establishing a Washington, D.C. Footprint
- ✓ Federal Acquisition Regulation (FAR)
- ✓ Federal Audits
- ✓ Federal Contract Procurement Cycles, Vehicles and Channels
- ✓ Federal Cost Accounting Standards (CAS)
- ✓ Federal Offices of Small and Disadvantaged Business Utilization (OSDBU)
- ✓ Federal Security Clearances
- ✓ Federal Security Processes
- ✓ General Services Administration (GSA) Schedules
- ✓ *“Go-to-Market”* Strategy, Planning and Execution
- ✓ Growth Strategies: Organic, Partnerships and Alliances, Mergers and Acquisitions
- ✓ Government Contracting Fundamentals
- ✓ Government Ethical, Legal and Regulatory Compliance
- ✓ Indefinite Delivery Indefinite Quantity (IDIQ) Contracts
- ✓ Large Federal Contractors’ Partnership and Supplier Diversity Programs
- ✓ Marketing, Business Development and Sales Alignment and Synergies
- ✓ Marketing and Business Development Engine: *“Awareness Building”* to *“Demand Generation”*
- ✓ Market and Competitive Research and Knowledge
- ✓ Market Knowledge Licensed Databases
- ✓ Price to Win (PTW) Strategies
- ✓ Sales Strategy, Planning and Execution
- ✓ Social Media and Networking
- ✓ Special and Small Business Set-Aside Programs
- ✓ Subcontractor Strategies
- ✓ System for Award Management (SAM)
- ✓ Timekeeping and Labor Regulations
- ✓ U.S. Small Business Administration (SBA) 8(a) Business Development Program

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For More Information, *Please Contact ...*

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