
CASE STUDY #7: GO-TO-MARKET/PIPELINE DEVELOPMENT

CLIENT: Creative Interactive Agency / Advertising

LOCATION: Maryland

TIMELINE: 2015

Challenge: Understand and locate viable opportunities to target, market and sell to the federal government.

Project: Educate the client team on the federal government, procurement processes and procedures, opportunity identification, and evaluation/analysis. Assist with registration and set-up to be able to sell to government entities. Develop strategic plan and action outline; develop a pipeline and opportunity evaluation process. Provide counsel and advice on target departments/agencies/offices and specific opportunities to pursue.

Results: Provided Government 101 training sessions, one-to-one educational sessions to key staff members and implemented an online search set-up for monitoring and tracking opportunities posted by five key departments/agencies. Continually provide counsel and advice to ensure focus and alignment with strategic plan to pursue federal government business.