



Cre804™ Government Services

***Go-to-Market Readiness Assessment for Successfully
Targeting, Marketing and Selling to the Federal Government***

 <p>Kevin P. Young Fairfax, VA ***** Office: 703-794-1100 Mobile: 540-287-8500 E-mail: kyoung6@gmu.edu LinkedIn: www.linkedin.com/in/kevinpyoung</p>	<p>30-plus years of experience in business management, marketing and business development strategy and execution</p> <p>Co-founded <i>Government Market Master™ Executive Education</i> Certificate Program</p> <p>Adjunct Professor of Marketing for George Mason University's School of Business and School of Engineering</p> <p><i>Received IBM's Outstanding Achievement in Marketing Award, IBM's Award of Excellence and (as site team) Malcolm Baldrige National Quality Award</i></p> <p>Corporate Vice President of Marketing Operations for Unisys</p> <p>BU Vice President of Marketing and Business Management for SAIC</p> <p>Manager of Marketing-Communications for IBM Federal Services</p> <p>Active DoD Secret Clearance</p>	 <p>Karen C. Gauthier Richmond, VA ***** Office / Mobile: 804-241-7914 E-mail: karen@Cre804.com LinkedIn: www.linkedin.com/pub/karen-gauthier/6/4ab/862 Twitter: twitter.com/FedChic</p>	<p>20-plus years of experience in marketing and business development strategy and execution</p> <p>Marketing experience from client and agency perspectives</p> <p>Accounts have included Anheuser-Busch; Amoco; Disney; Exxon; Family Channel; Greater Richmond Chamber of Commerce; NASCAR; Pepsi; Schlumberger; Simon & Schuster; Sony; United Way; Universal Studios; Virginia Lottery; and Virginia Tourism</p> <p>Extremely knowledgeable in fully integrated marketing and advertising strategy, planning and implementation</p> <p>Sales & Marketing Executives International (SMEI) Certified</p> <p>Past American Marketing Association (AMA) Board Member</p> <p>National Institute for Social Media (NISM) Strategist</p>
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Aggregate Federal Government Clients include Broadcasting Board of Governors (BBG); Department of Defense (DOD); Department of Energy (DOE); Department of Health and Human Services (HHS); Department of Homeland Security (DHS); Department of Justice (DOJ); Department of State (DOS); Department of the Treasury; Department of Veterans Affairs (VA); National Aeronautics and Space Administration (NASA); Small Business Administration (SBA); and United States Postal Service (USPS).

Aggregate Federal Government Contractor Clients include Accenture Federal; Boeing; Capgemini Government Solutions (CGGS); Computer Sciences Corporation (CSC); Deltek; FIBERTEK; Global Contact Services (GCS); Graphic Resource Group (GRG); Impeto Medical; ITT Exelis Geospatial Systems; Leidos; Lohfeld Consulting Group; Native American Management Services (NAMS); Northrop Grumman; Raytheon; Science Applications International Corporation (SAIC); SUNTIVA and Technology & Business Integrators (TBI). *(Small Business Federal Contractors represented in GREEN.)*

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* ?

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

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Overview of a *Federal Government Go-to-Market Readiness Assessment* from Cre804™ Government Services

Our Commitment: *Research, development and delivery of a formal and “actionable” Go-to-Market Readiness Assessment, designed for and exclusive to the Client.*

All Cre804™ Government Services work will ...

- Leverage industry best practices, processes and methodologies.
- Include, but not be limited to, the “Readiness Checklist” (re: Page 2).
- Be conducted by Industry experts Kevin P. Young and Karen C. Gauthier (re: Page 1).
- Involve Clients’ key stakeholders (decision makers and influencers).
- Be performed on behalf of Client to stated budget, deadline and service levels.
- Be performed to the highest of Client’s business, ethical and quality standards, and under a Non-Discloser Agreement (NDA), if required.
- Be performed with no external conflicts of interest.
- Be exclusive to the Client.
- **TIMING:** Not to exceed 30 (thirty) days from project start.
- **COST:** Not to exceed 40 (forty) aggregate hours at \$125* (one-hundred-twenty-five dollars) per hour.

(*NOTE: All telephone, computer and office expenses to be include in rate. All out-of-town travel expenses, if required, to be billed separately and at cost; all automobile mileage expenses to be billed separately at Federal Government Privately Owned Vehicle (POV) Mileage Reimbursement Rate of \$0.575 per mile.)

Cre804™ Government Services’ Federal Contractor Experience	
Large and Medium Contractors	Small and/or New-to-Market Contractors
Accenture Federal Boeing Capgemini Government Solutions (CGGS) Computer Sciences Corporation (CSC) Deltek ITT Exelis Geospatial Systems (now Harris) Leidos Northrop Grumman Raytheon Science Applications International Corporation (SAIC)	Coleman Research Group FIBERTEK Global Contact Services (GCS) Graphic Resource Group (GRG) Impeto Medical INF Robotics Lohfeld Consulting Group Native American Management Services (NAMS) SUNTIVA Technology & Business Integrators (TBI)

For More Information, Please Contact ...	
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