

7-Step Process for Success in the Federal Market

Start here!

Path to Relationships



Wheel of Success

1. **Research** | Understanding an agency's mission, vision, goal, challenges, and needs.
2. **Targeting** | Building a list of possible contacts with names, numbers, and emails.
3. **Outreach** | Introduction meetings to establish new relationships – cold calling basically.
4. **Strategic Relationships** | Ones that are committed to your success and working together.
5. **Slam Dunk Opportunities** | Opportunities in your pipeline that you know you can do.
6. **Winning Proposals** | Proposals that are compelling and persuasive; not just compliant.
7. **Sales** | Wins or losses that push you further into your target agency.