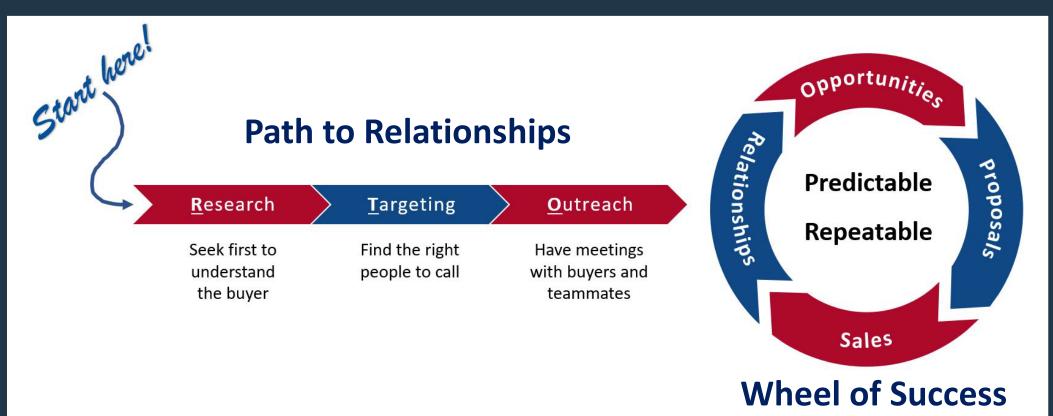
## 7-Step Process for Success in the Federal Market



- 1. **Research** | Understanding an agencies 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.



"Government contracting is not a secret, it's just a process."

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