

7-Step Process for Success in the Federal Market

Start here!

Path to Relationships



Wheel of Success

1. **Research** | Understanding an agency's goal and challenges.
2. **Targeting** | Building a list of contacts with names, numbers, and emails.
3. **Outreach** | Introduction meetings to establish new relationships.
4. **Strategic Relationships** | Ones that are committed to your success.
5. **Slam Dunk Opportunities** | Opportunities that you know you can do.
6. **Winning Proposals** | Ones that are clear, compliant, compelling, and convincing.
7. **Sales** | Wins & losses that push you further into your target agency.