

# BASICS OF SELLING TO THE GOVERNMENT



# Why sell to the government?

- Largest prospect in the world -- spending \$7,000,000,000,000+ per year
- 80% of government spending does **NOT** go thru a Bid/RFP
- 90,000 federal, state & local agencies buy **EVERYTHING**
- Government **ALWAYS** pays



# Where/How Do I Start???



# 12 GovSales Tips of the Holidays



# TIP #1

## Get a “Feel” for the Government Market

- Who? How much? How fast?
- Resources: Agency websites & GovQuote (FREE)



# TIP #2

## Do NOT focus on Bids/RFPs

- Most are already targeted for specific vendor
- A **LOT** of time, \$\$\$\$ and resources to submit bid/proposals
- Low margin business
- Most spending does not get through this process



# TIP #3

## Understand Most Agencies & Procurement Personnel are RISK-AVERSE

- They are **NOT** excited to be the first to try to a new solution or new vendor...minimize the risk in working with your company



# TIP #4

## Get “Your House” in Order

- Website
- Email with Company URL (not Gmail, Yahoo, etc.)
- Government words/references
- Present yourself as a mature, stable company





# TIP #5

## Identify Who is Going to be on Your Government Team

- Ideally, 2-3 inside sales representatives that have experience in government sales or worked for the government



# TIP #6

## Identify the Target Agencies to Pursue

- It is impossible to pursue all **90,000** agencies effectively.
- Start with State & Local agencies
- Resource: [GovSpend](#)



# TIP #7

## Identify Who to Contact at the Agency

- Procurement personnel & end-users
- Resources: [GovSpend](#), [GovSearch](#) & [Power Almanac](#)



# TIP #8

## Good Marketing Materials for COVID Selling

- Customers need to see you 7-9 times
- **SHORT** product sheet
- Email sequence(s)
- Video conference capability
- Several short videos



# TIP #9

## “Cheat Sheet”... Find out Who They Bought From & What They Paid

- Government procurements are “public information” -- FOIA
- Resources: [GovSpend](#) & [Sam.gov](#) (federal)



# TIP #10

## Have As Many Ways as Possible to Purchase From Your Company

- Sole Source, Piggy-Back, Discretionary, **P-Card**, Set-Aside, Equote, GSA schedule, State contract, Co-Op, & State of Emergency



# TIP #11

## Offer something uniquely compelling

- Guarantees, 24x7 Support, Free replacements, Extended terms, on-site support, etc.



# TIP #12

## Have a Little Extra Patience

- Government agencies need to follow a “process”
- Government can be slow...until they NEED something -- respond quickly





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# Q & A

