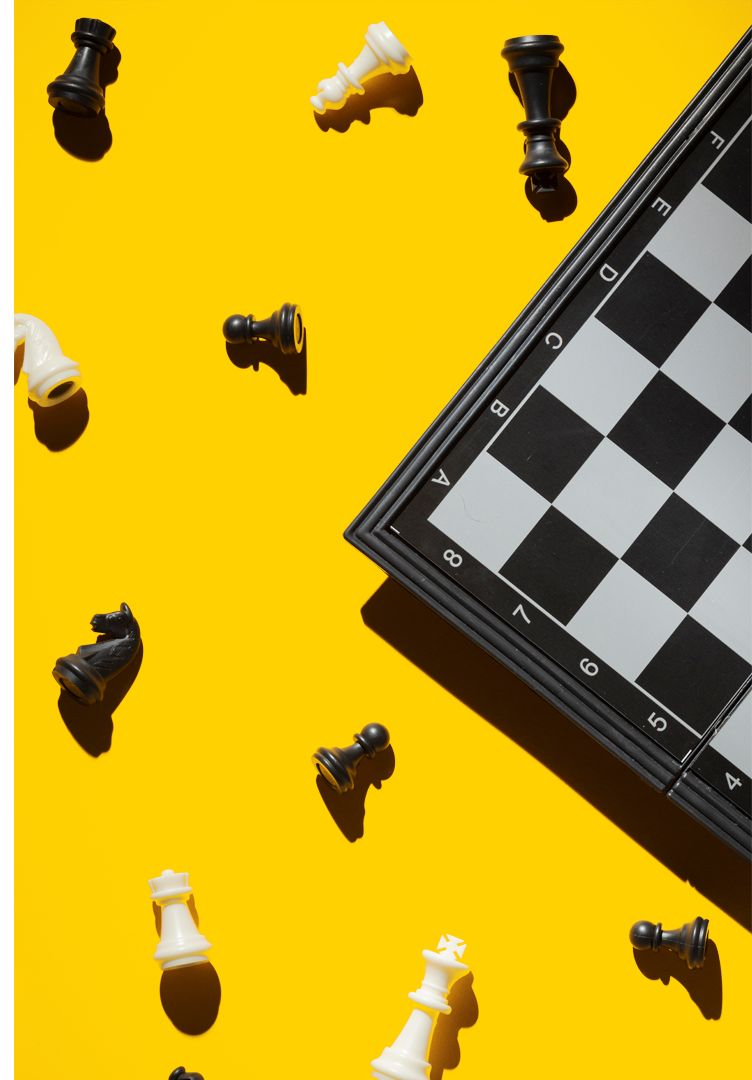




HOW TO WIN ALL OF THE GOVDEALS

The Flagship Formula



HOSTS

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Last webinar we covered how to.....

WIN GOVDEALS IN DAYS



This webinar we are covering how to.....

WIN ALL OF
THE GOVDEALS
IN YOUR AREA



So how do you win ALL of
the GovDeals your area?

By ALL...we
mean ALL



GovSales Secret.....

Agencies want to use
what other agencies
have already proven
works



THE FLAGSHIP FORMULA

- Step #1: Get a “Flagship Agency”
- Step #2: Obtain Local Media Coverage
- Step #3: Sell in Circles



Step #1: Get a Flagship Agency

- Create an agency that **LOVES** what you do & is willing say great things
- The key is doing **ANYTHING** to make this agency happy....make them a “Raving Fan” of your company
- Even if you give it away for **FREE** (or a significant discount) — consider it a marketing costs.
- Agencies want to hear how great your product/service is from **OTHER** agencies.....way more than you.



Step #1: Get a Flagship Agency (cont)

- **How to ID a Flagship Agency:**
 - Identify the best agencies that will want your product/service
 - Find ones you bond with during the prospecting/sales process
 - Confirm they are willing to say great things about your company



Step #2: Obtain Local Media Coverage

- Target largest local newspaper and TV news station
- News outlets are desperate for new stories/content
 - Identify the person/people that cover the "local news" or "government topics".
 - Contact them with a message about how agency is helping their citizens



Step #2: Obtain Local Media Coverage (cont)

- Government folks are risk-averse.....minimize the risk of working with your company
- Government agencies want to “hear” validation of your company from other agencies, and want to “see” validation of the product from 3rd-party news sources
 - *If they see it on the news.....it must be good -- Seriously*
- Once you get the news story: get a digital copy, clean it up, customize it, and distribute it to all of the area agencies



Step #3: Sell in Circles

- Target all of the agencies within 60-100 mile radius of the Flagship Agency
- Reach-out to these agencies to share:
 - Contact information of your lead person at the Flagship Agency
 - Media coverage you have received
- Ask Flagship Agency to:
 - Host your meeting with the other agencies in the area
 - Send introductory/reference message to other agencies



Step #3: Sell in Circles (cont)

- Agencies in a region all know each other (and mostly they get along), but they also have a subtle competition with each other — “keeping up with the Jones”
- You will start to create momentum with “clutters of agencies”
- Then...sell ALL agencies in the area!!!



Story-time....

1. Dallas/Ft. Worth area
2. College / Universities
3. South Florida



**This process
WORKS....
DO IT!!**





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Q & A

