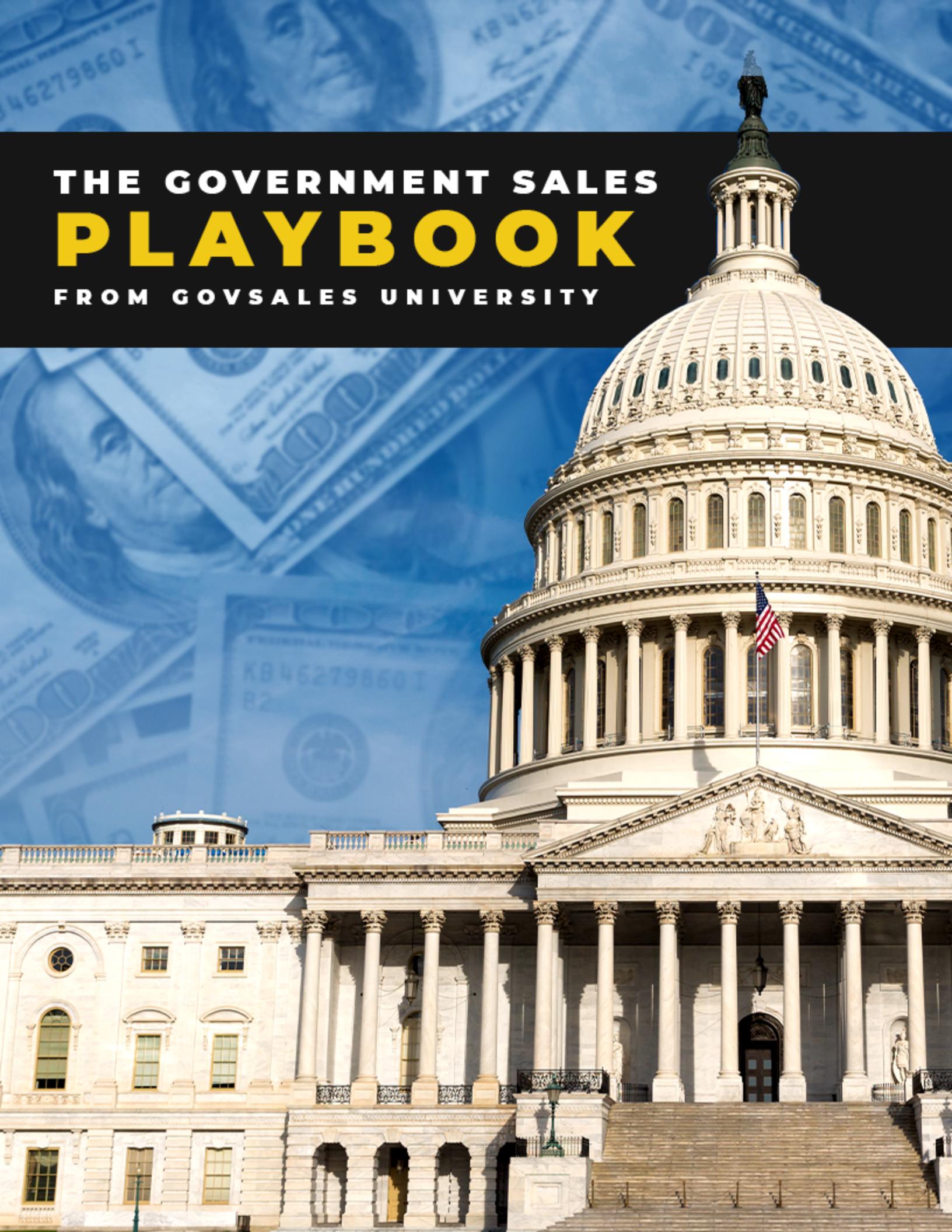


# THE GOVERNMENT SALES **PLAYBOOK**

FROM GOVSALES UNIVERSITY



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## About GovSales University

GovSales University was created by Jack Siney who has been selling to the government for 25+ years. Our program includes over 100+ coaching videos and has helped companies win more than \$1.5 Billion in sales.

We also provide current government opportunities in our Bid & RFP section from State, Local and Educational institutions across the entire United States for you to win deals. GovSales University archives previous bid notifications so you can find key contacts to know who buys what you sell.

Ramp up your sales today with GovSales University!

## How to Use this Workbook

This workbook was created as a supplement to the online videos that comprise GovSales University. As you complete the course, you can take notes, and test your comprehension. In the reference section of the workbook, we have also provided a glossary and frameworks to help you along your #GovSales journey.

Happy learning!

## SECTION 1

### GovSales Basics

In this section you will find out all the reasons why you should be selling to the government. You'll learn how to win deals in days, the types of agencies and benefits of selling to the government, how to figure out your Government Market Opportunity (GMO), and debunk the many myths about selling to the government.

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**1. What percentage of the U.S. GDP does government spending represent?**

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**2. How much money does the U.S. government spend every year on average?**

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**3. What are the five biggest benefits of selling to the government?**

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**4. Out of the 10 million operational companies in the U.S. how many are selling to the U.S. government?**

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**5. What percentage of government spending does not go through the bid/RFP process?**

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**6. List the 12 types of government agencies:**

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**7. What does GMO stand for?**

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**8. True or False: The government is looking for the cheapest low cost solution.**

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**9. True or False: You need a large dedicated team to respond to government procurement opportunities.**

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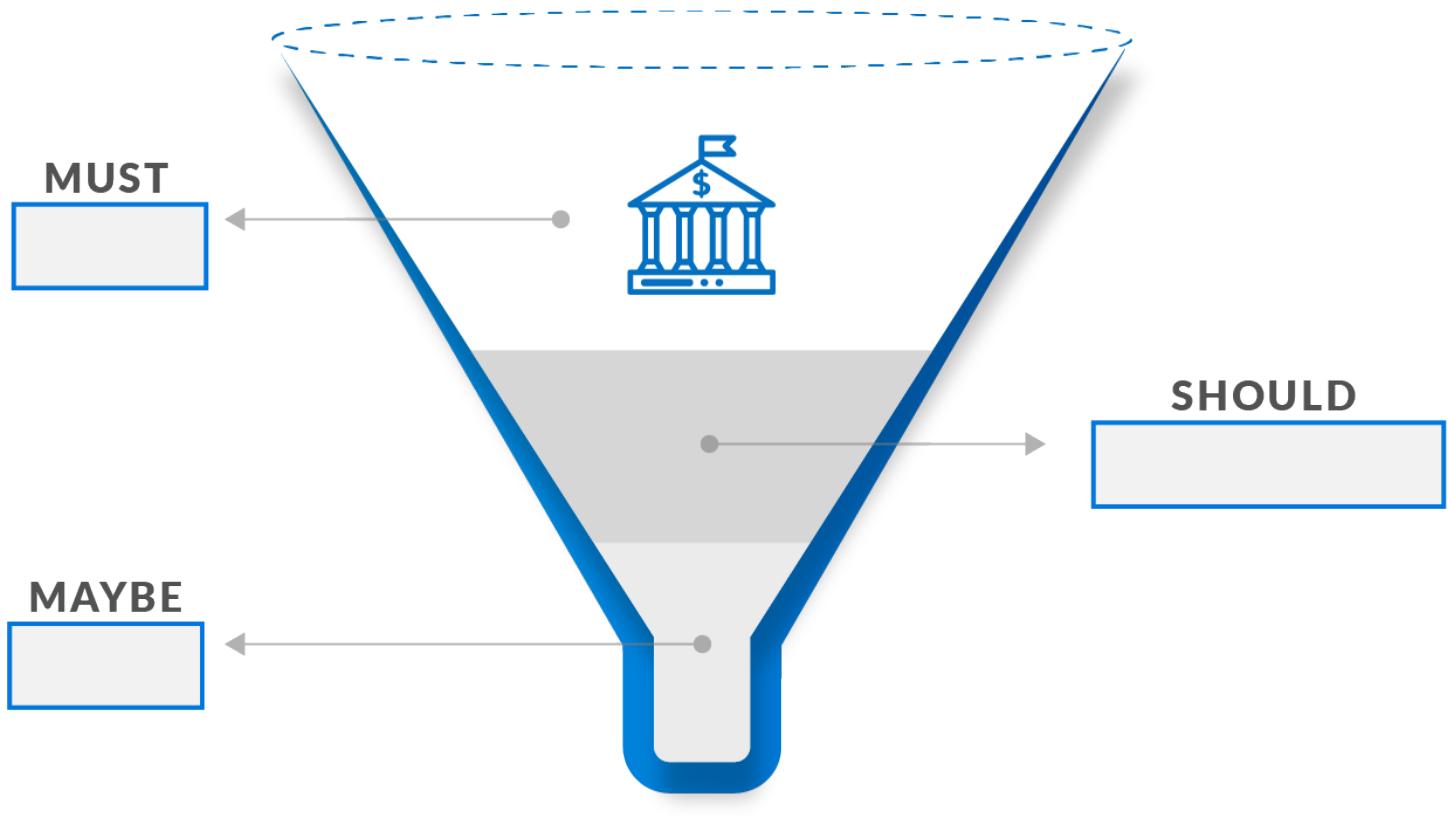
**10. True or False: You can win government deals in a few weeks or days.**

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**NOTES**

## FILL IN THE BLANK

Fill in the gray boxes on the diagram of the Government Market Opportunity (GMO) framework



NOTES

## SECTION 2

### How the Government Buys

This section covers all the steps for how the government buys within the bid and RFP process and outside of it as well. This section is important and will give you a foundational understanding of how agencies decide what vendors to use and the steps that follow once they choose.

**1. How long does an evaluation of a contract usually take?**

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**2. If you disagree with the outcome of the proposal evaluation what can you do?**

**3. What does a Bid Notification company do?**

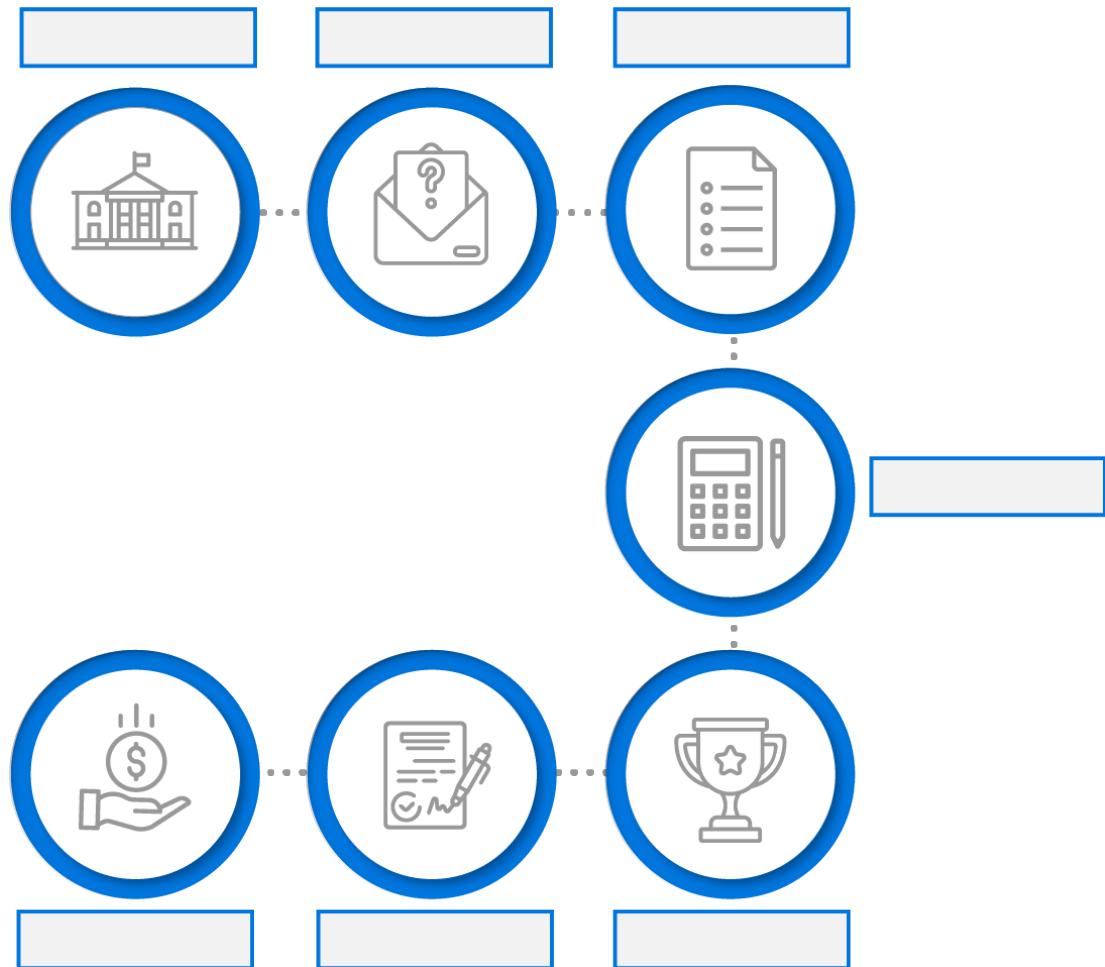
**4. What percentage of government spending goes through the Bid and RFP process?**

**5. What are the ways the government purchases outside of the Bid and RFP process?**

NOTES

## FILL IN THE BLANK

Fill in the gray boxes on the **How the Government Buys** chart below.



NOTES

## SECTION 3

### Initial Government Agencies

You will learn all about Local, State, and Federal agencies. What they are and how they operate. Also covered in this section is how to build your GovSales team.

**1. How long does an evaluation of a contract usually take?**

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**2. Why should you start pursuing selling to Local agencies first?**

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**3. What are the questions you should ask yourself before pursuing a Local agency?**

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**4. How much do Federal agencies spend per year?**

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**5. What is FAR (Federal Acquisition Regulations)?**

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**6. What are the start and end dates of the Federal agency budget cycle?**

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**7. Who do you have to register with to pursue government procurements?**

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NOTES

**8. What is the State agency budget cycle (for most State agencies besides New York, Texas, Alabama, and Michigan)?**

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**9. How many people should be on your GovSales team?**

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**10. What are the positions you need for your GovSales team?**

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NOTES

## SECTION 4

### The Flagship Formula

The Flagship Formula is discussed at length, this process will ensure you make the correct initial steps when starting your GovSales strategies.

#### 1. What are the 3 steps of the Flagship Formula?

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#### 2. How do you identify your Flagship agency?

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#### 3. What is the most important reason for finding media coverage for your company?

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#### 4. What should you do with the media coverage you get for your company?

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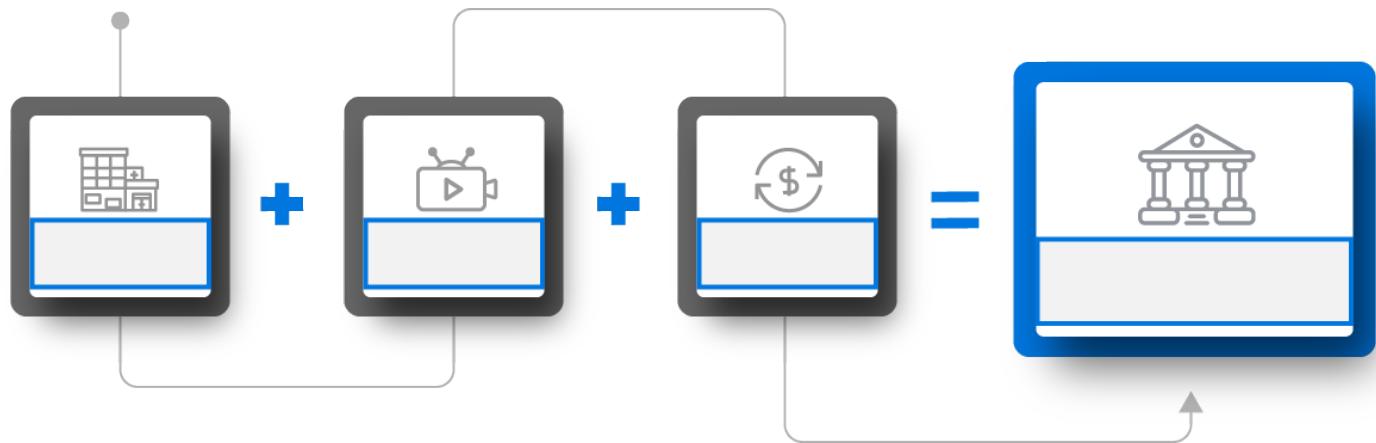
#### 5. What is the major effect of the Flagship Formula?

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NOTES

## FILL IN THE BLANK

Fill in the gray boxes on the diagram of the  
**Flagship Formula**



NOTES

## SECTION 5

### Streamlined Sales Schedule (SSS)/ The 80%

This section is invaluable. In it you will learn about all the ways outside of the bid/RFP process that the government purchases. These alternatives cover 80% of government spending.

#### 1. What is Sole Source?

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#### 2. What is Piggy-back?

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#### 3. What is Discretionary Spend?

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#### 4. What is a P-card?

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#### 5. What are Set-asides?

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NOTES

**6. What is the GSA schedule?**

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**7. What is a State contract?**

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**8. What is a Co-op?**

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**9. What are Simplified quotes/eQuotes?**

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**10. How much of government spending goes through these alternative ways the government purchases in comparison to Bids and RFPs?**

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NOTES

## SECTION 6

### The Bid/Proposal System

In this section, the bid and proposal system is completely evaluated. This allows you to see how the process works from an agency and vendor perspective.

**1. What does BPS stand for?**

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**2. Why do you want to influence the Bid/RFP before it is released?**

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**3. What does a Bid Notification System do and why should you have one?**

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**4. Why should you evaluate before responding?**

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NOTES

**5. Why is a technical or proposal writer fundamental to your success?**

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**6. What qualifications should you look for in someone when you assign them section responsibilities?**

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**7. Why should you track and save standardized verbiage?**

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**8. Why should you want to add validation items to your proposal?**

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**9. What are the benefits of adding a creative angle to add to your proposal?**

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**10. Why is it important to re-review before submitting your proposal?**

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**NOTES**

## SECTION 7

### Government Pricing Parameters (GPP)

All the different ways you can price your products and services to make your company more appealing to government agencies. Pricing is an important aspect of GovSales and you will learn all the methods you can use to effectively pursue selling to agencies.

**1. Why is a high initial price and low annual fee a good idea for pricing parameters?**

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**2. What are some examples of free services you can embed in your pricing?**

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**3. Why should you add free services to your pricing?**

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**4. In what instance should you consider bidding low?**

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**5. At what point can you price higher?**

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NOTES

## FILL IN THE BLANK

Label the ten steps of the **Bid Proposal System** below,  
using the corresponding lines.



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

NOTES

## SECTION 8

### Validation Marketing

This section covers Validation Marketing. You'll learn many methods on how to validate your company so you can pursue selling to agencies and make your company less risky to work with from an agency perspective.

**1. Why is Validation Marketing important for your company to do?**

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**2. Why is positive press coverage important to government agencies?**

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**3. Why should you get testimonials from agencies you do business with?**

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**4. What is the first thing you should do when thinking about your company's online reviews?**

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**5. What are some social platforms you should have set-up for your company?**

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**6. You should only attend a tradeshow if you have what kind of opportunity?**

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**7. Besides validation, what benefits would a Board of Advisors provide to your company?**

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**8. What is the BBB?**

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**9. Why is BBB Accreditation important?**

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**NOTES**

## SECTION 9

# Information & Technology Solutions

You will learn about all the Information & Technology solutions on the market that streamline the GovSales process.

**1. What is the most advanced Bid Notification System?**

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**2. What are the Bid Notification Systems that offer minimal support?**

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**3. What are the low cost Bid Notification Systems?**

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**4. What are Purchase Order Solutions?**

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**5. Provide an example of a free Purchase Order Solution.**

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**6. USAspending.gov has all the FPDS data plus what?**

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**7. What does FedMine.us do?**

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NOTES

**8. Why is GovSpend a unique Purchase Order Solution?**

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**9. Govgistics and Proxity track data for what types of items?**

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**10. What does GovSpend offer?**

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NOTES

## SECTION 10

### Government Contracts

This section covers all the different contracts you may encounter while selling to agencies.

#### 1. What is a Firm Fixed Price contract?

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#### 2. What is a Cost Reimbursement (Cost Plus) contract?

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#### 3. What is a Time and Materials contract?

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#### 4. What is an IDIQ (Indefinite Delivery, Indefinite Quantity) contract?

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#### 5. What is Termination for Convenience?

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**6. What is Termination for Default?**

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**7. What is a Fund Out Clause?**

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**8. What organization regulates government contracts?**

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**9. What does FAR stand for?**

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**10. What does the FAR do?**

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NOTES

## SECTION 11

### GovSales Secrets/Insights

You'll be given lots of tips and tricks to further help you be successful in the GovSales arena. We cover cold calling, closing the deals, and other important information you need to know.

**1. Selling to the government is about creating a \_\_\_\_\_ and \_\_\_\_\_.**

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**2. If you make a mistake or don't follow guidelines in the proposal process what could happen?**

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**3. True or False: You should focus on multiple states at a time when starting to sell to the government.**

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**4. What is the budget cycle for New York?**

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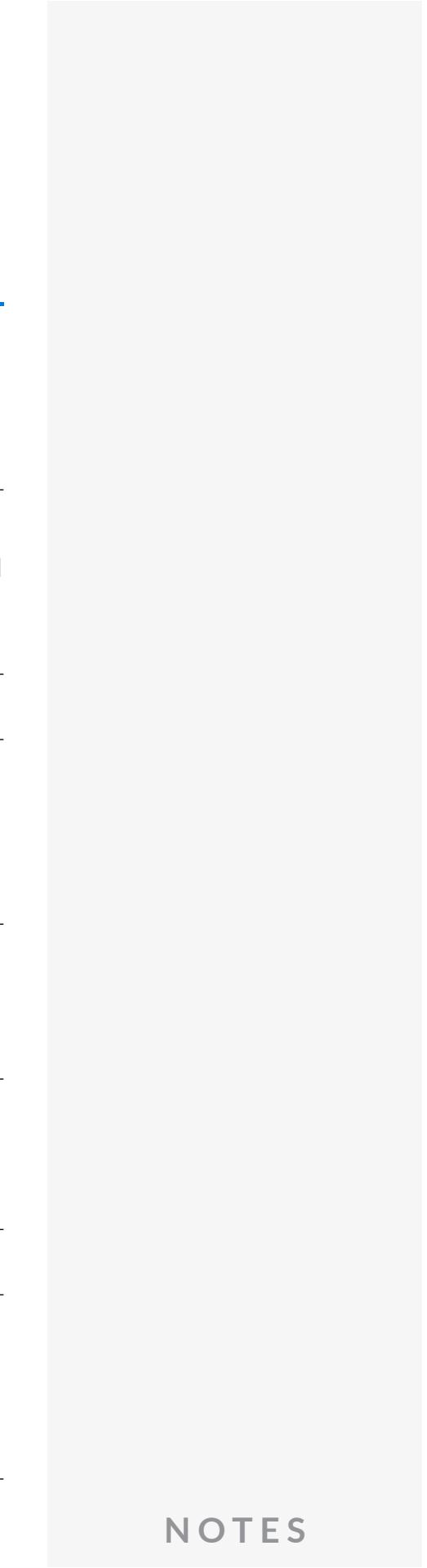
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**5. Why is SAM.gov important?**

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**6. Be sensitive to the \_\_\_\_\_ of the people you call. Ask for their \_\_\_\_\_ and know your pitch.**



NOTES

**7. Make sure when you set-up a \_\_\_\_\_, you also create  
a \_\_\_\_\_.**

**8. What can you offer to help close a deal?**

**9. What should you close your pitch with?**

**10. Instead of trying to make your product \_\_\_\_\_, you  
should \_\_\_\_\_ and \_\_\_\_\_.**

**NOTES**

## SECTION 12

### GovSales Summary

A comprehensive overview of the first 11 sections of GovSales University.

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1. What did you learn from the first 11 sections that you found the most valuable for you?

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2. What questions do you still have concerns or need further clarification on?

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NOTES

## SECTION 13

# Selling to the Government During the COVID Era

This section was created in order to navigate selling during the COVID era, but it is insightful for anyone working remotely or in an office. You'll learn about virtual meetings, product sheets, email sequences, and much more.

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**1. How many inside sales reps do you need to start selling to the government during the COVID era?**

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**2. What is key when selling to the government during COVID?**

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**3. Approximately how many times does the government need to see your company name and logo for your marketing efforts to be effective?**

---

**4. How long should your product sheet be?**

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**5. Why do you need an email sequence?**

NOTES

**6. What types of emails should you have at the ready?**

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**7. Since there are less in person meetings during COVID, what should you do to substitute for that?**

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**8. When having virtual sales meetings with agencies make sure the \_\_\_\_\_ in your video looks professional and you should \_\_\_\_\_ it to create conversation.**

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**9. What do you need to invest in when working remotely?**

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**10. Focus on being \_\_\_\_\_.**

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**NOTES**

## SECTION 14

# How to Win Your First Government Deal

We have talked a lot about going after government sales, in this section you will learn exactly how to win your first government deal to create momentum in the GovSales world for your company.

1. You should look up the government market \_\_\_\_\_ for the areas you want to target.

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2. What is GovQuote?

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3. Most government agencies already have a sense for the \_\_\_\_\_ they want to use.

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4. Most government agencies do not want to be the \_\_\_\_\_ to buy a new \_\_\_\_\_ or \_\_\_\_\_.

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5. What does it mean to “get your house in order”?

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NOTES

**6. What three functional specialties do you need on your GovSales Team?**

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**7. Figure out what agencies you should \_\_\_\_\_ and who to \_\_\_\_\_ at those agencies.**

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**8. What is a FOIA request?**

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**9. Find a \_\_\_\_\_ aspect of your product that will help make the agency purchase from you.**

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**10. You need to have a little extra \_\_\_\_\_ when selling to the government.**

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**NOTES**

## SECTION 15

# Free Resources to Help You Sell to the Government

All the free resources you will need to supplement your information and knowledge about selling to the government, from websites to data platforms, even social media sites.

### 1. List the five free resources:

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### 2. Government agencies go onto \_\_\_\_\_ every day and put out e-Quotes.

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### 3. Why is SAM.gov beneficial for you and your company?

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### 4. What free resources can you find on JackSiney.com?

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### 5. Every \_\_\_\_\_ at 12pm (EST) we have a free \_\_\_\_\_ live show on my account.

NOTES

## SECTION 16

### How to Navigate GovSales University

This section will show you exactly how to use the GSU platform. Steven Bryan shows you in real time all the ways to navigate the app.

1. You'll know your reset password is complete when you see the \_\_\_\_\_ box in the top \_\_\_\_\_ hand corner of the screen.

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2. In \_\_\_\_\_ Settings, go to your Company profile and click \_\_\_\_\_, to update your payment method or cancel your account.

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3. How do you know when you've fully completed a chapter on GSU?

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4. What can you do to help bring up the best results when searching in the Bids/RFPs tab?

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5. If you're searching for key contacts at government agencies would you search under Open or Expired Bids?

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NOTES

## SECTION 17

### Learn More About GovSpend

You will learn with Steven Bryan all the ways to utilize the GovSpend platform to help better your GovSales strategies. You will learn how to identify your top prospects, see your competitors purchase order data, how to win new clients, find contracts, and identify contacts.

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**1. What tab do you go to in order to find purchase order data to help you identify your top prospects?**

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**2. Why is seeing your competitors' business with the government useful?**

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**3. Why should you research agencies that are overspending on products and services?**

---

**4. Where do you find three to five year contracts?**

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**5. You can find contacts in the Bids/RFPs tab under Expired Bids, where else can you find contacts?**

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NOTES

## SECTION 18

### How to Use Quotes

This section covers how to use the Quotes platform. You'll learn how to set up your company profile and see how it's entirely within reason to win government deals in days.

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**1. True or False: You can only choose one state at a time when setting up your company profile.**

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**2. True or False: Setting up your company profile can help you respond to quotes and win awards.**

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**3. True or False: Choosing Socio-economic Classifications for your company will not help you win government business.**

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**4. What tab do you use to win deals in weeks or days?**

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**5. What do you click in the app to get the full details for a quote?**

NOTES

# GLOSSARY



# GLOSSARY

## Agency

An agency is a permanent or semi-permanent organization in the machinery of government that is responsible for the oversight and administration of specific functions, such as an administration. This is a broad term that can be used across multiple government types. The most common agency types are broken into two categories: State, Local, and Education (cities, schools, counties) and Federal (Department of Transportation).

## BBB Accreditation

Better Business Bureau. When you become accredited by the Better Business Bureau, you show that your company supports the BBB's efforts to promote truth in advertising and integrity in business. Your BBB Accreditation permits the BBB to offer your customers and community important dispute resolution and inquiry services.

## Bid

A formal process for purchasing that requires a vendor to complete documentation to be considered for the opportunity. To keep it simple, this is a request for work needed to be done by an agency. Bid has been used for construction projects, when the path to completion is defined (ex building a 40 ft wood walkway for beach access) compared to the purchase of a technology solution (ex. Help with citizen engagement) that could have different methods to obtain the same result, which agents might call an RFP.

## Board of Advisors

A group composed of business professionals, within your industry, that provides advice on how a business owner can better manage his company. Because of the informal nature of this type of board, it can be structured in a way that the owner deems necessary and most helpful to his company. Advisors typically receive stock-based compensation, such as Options, and benefit from an increased valuation of the business.

## Contacts

People you should be speaking with at the government agencies. Contacts can be the end user who will use your product/service, the purchasers who are responsible for buying, and/or the decision maker who will approve of the purchase. GovSpend and PowerAlmanac are two resources to find this information.

## Co-ops

An abbreviation for an established cooperative agreement. Local government agencies are advocates for using these agreements in lieu of the bidding process. A co-op can be a private organization, or public lead organization, that has properly vetted companies for various products and services with established discounted rates. To get into a co-op, you will go through an evaluation process just as you would for a bid to stay in compliance with agencies purchasing procedures.

## Cost-reimbursement or Cost-Plus Contract

A contract where a contractor is paid for all of its allowed expenses to a set limit, plus additional payment to allow for a profit. Cost-reimbursement contracts contrast with a fixed-price contract, in which the contractor is paid a negotiated amount regardless of incurred expenses.

## Discretionary Spend/Funds

A spending limit that allows government agencies to have more control over who they want to work with for purchases under the bid limit. For ex. City ABC has discretionary funds of anything below \$5K where they can contact vendors for pricing without going through a formal solicitation process.

## Firm Fixed Price Contract

A contract that provides for a price that is not subject to any adjustment on the basis of the contractor's cost experience in performing the contract. This contract type places upon the contractor maximum risk and full responsibility for all costs and resulting profit or loss.

## **The Flagship Formula**

A three step process to build out your government sales. 1) Find an agency, 2) Get Media, 3) Sell in Circles. The formula helps create clusters of sales, build momentum for your company, and it is repeatable & scalable.

## **FOIA**

Freedom of Information Act. Published in 1967, FOIA is a federal freedom of information law that requires the full or partial disclosure of previously unreleased information and documents controlled by the United States government upon request. This means that any tax paying citizen can contact a government agency and know where the money is being spent to help you understand what price the agency has paid in the past for products and services, also knowing who they worked with for a specific project.

## **GMO**

Government Market Opportunity. This helps you determine how aggressively you should pursue government sales. Total Government Sales/Your Company Sales = GMO

## **GSA Schedule**

General Services Administration schedule. The GSA has a series of contracts or schedules with commodity items that they offer to government agencies. So, an agency can buy off the schedule at a set price. These contracts are groups—for example, all office supplies or all computer products will be on the same contract. What you want to do, if you sell these commodity items, is get on your industry's GSA contract.

## **Indefinite Delivery, Indefinite Quantity Contract**

IDIQ contracts provide for an indefinite quantity of services for a fixed time. They are used when GSA can't determine, above a specified minimum, the precise quantities of supplies or services that the government will require during the contract period. IDIQs help streamline the contract process and speed service delivery. IDIQ contracts are most often used for service contracts and architect-engineering services. Awards are usually for base years and option years. The government places delivery orders (for supplies) or task orders (for services) against a basic contract for individual requirements. Minimum and maximum quantity limits are specified in the basic contract as either number of units (for supplies) or as dollar values (for services).

## **P-Card**

Stands for purchase card. It is essentially a credit card given to certain people in an agency for their day to day needs.

## **Piggybacking or Piggyback**

The term piggyback is used when an existing contract can be utilized for purchasing by another agency in addition to the one you are working with. Let's say you have won a bid/RFP from the City of ABC and have included verbiage in the agreement that allows other agencies to purchase your products/services. If the City of XYZ follows the same procurement process as the City of ABC, the City of XYZ can avoid going through the bid/RFP process and purchase your products/services by piggybacking on the deal you won with the City of ABC. This helps save the agencies time and resources, making it easier for them to purchase from you by shortening the evaluation process.

## **PTAC**

This term stands for Procurement Technical Assistance Center, also known as APTAC (Association of Procurement Technical Center). There are roughly 100 PTACs that are available across the United States that offer free guidance for anyone looking to do business with the government. PTACs are funded by the DLA(Department of Logistics Agency) and hosted by a state agency to provide a physical location for meetings.

## **RFP**

Request for Proposal. Government agencies can purchase a variety of ways, and depending on the dollar amount, the agency will have to issue a RFP for fair and open competition. An RFP is typically issued when the amount being spent exceeds the agency's discretionary threshold and will include a written summary of the products/services needed, referred to as "Scope of Work". Any vendor can respond to the RFP by completing the document BUT only the vendors who can meet all of the criteria listed will be considered.. Sometimes a government agency will have a window (3-7 days) in the beginning for questions, allowing vendors to clarify any requests in the documentation. After the question period is over, the agency will cease communication with vendors until the due date of RFP. The evaluation process will begin and there can be a second round of evaluation for a "short list" of vendors to present before making the final decision. Depending on the requirements, this process may take anywhere from 3-12 months.

## **RFQ**

Request for Quote. This is a more informal process than the RFP, used when an agency needs something that falls into a lower spending threshold. This allows them to contact a few vendors through email or phone, asking for a price of the products/services needed, and then choosing a company to work with for the project. To be in compliance with procurement procedures, the agency might need a minimum of 3 quotes before selecting the vendor of their choice. Something important to note, the cheapest price does not always win. That's right, the government procurement office wants

the best VALUE. Some other factors that are considered are: previous experience, support offered, and warranties could be the deciding factor on best value.. In comparison to the RFP process, with RFQ's there is less paperwork required, and purchases can be executed in days to weeks instead of months.

## **Simplified Quotes/eQuote**

The simplified quoting process, also known as a Request for Quote (RFQ). It's typically used when an agency has an immediate need for something and/or when they're looking to purchase a very simple product or service that can be described succinctly. For example, they're going to buy a phone, a chair, or some computers—nothing that needs excessive detail or planning.

## **Sole Source**

Sole source is a method of procurement that allows an agency to buy directly from the vendor without the hassle of competition. This condition occurs when your company is the ONLY place to buy a product or service. Some agencies will issue an RFP or bid as a way to validate that the company is truly the sole source when no other responses are received. If you have a product or service that is unique, do your research and make sure that you are the only company that exists with this solution. Once you are sure, draft up a document called a "Sole Source Verification Letter" to share with agencies to let them know you are the only one available.

## **State Contract**

Similar to the GSA schedule. Once you're on the schedule, your state will have your product at a set price, and agencies can purchase what they need without all the fuss of a bid/RFP. If your company has an online store, the entire procurement can happen digitally. An agency can go online, find the state or GSA schedule, and purchase the item from your store.

## **Time and Materials Contract**

T&M contracts are used in construction when the project's scope isn't predetermined, making it difficult to agree on a fixed price and timeline for the contract. Instead, time and materials contracts allow for the flexibility of an "as-we-go" agreement.

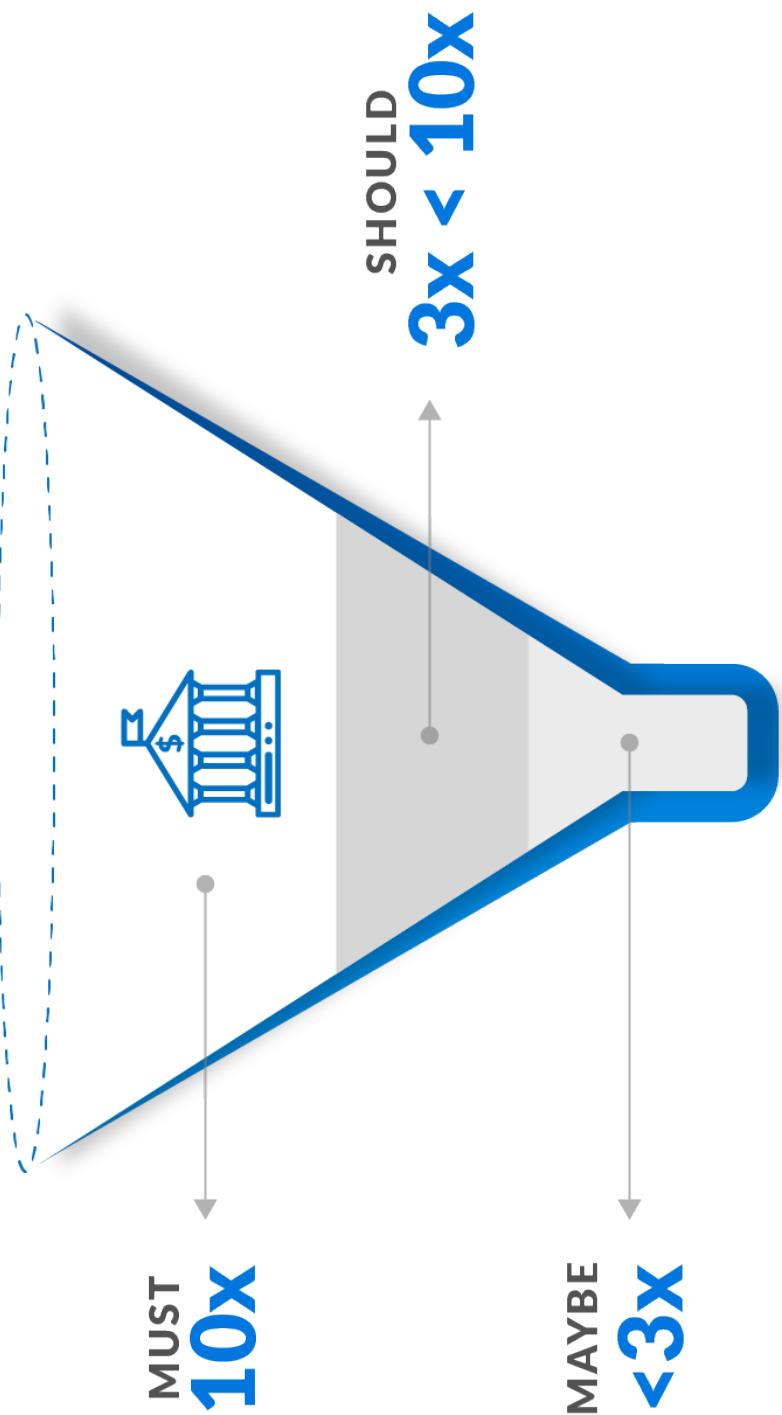
## **Validation Marketing**

The process of establishing social awareness to promote your business as a trustworthy company through multiple channels. This includes having an updated presence on social media, news outlets, customer reviews, BBB reviews, websites and search engine results.

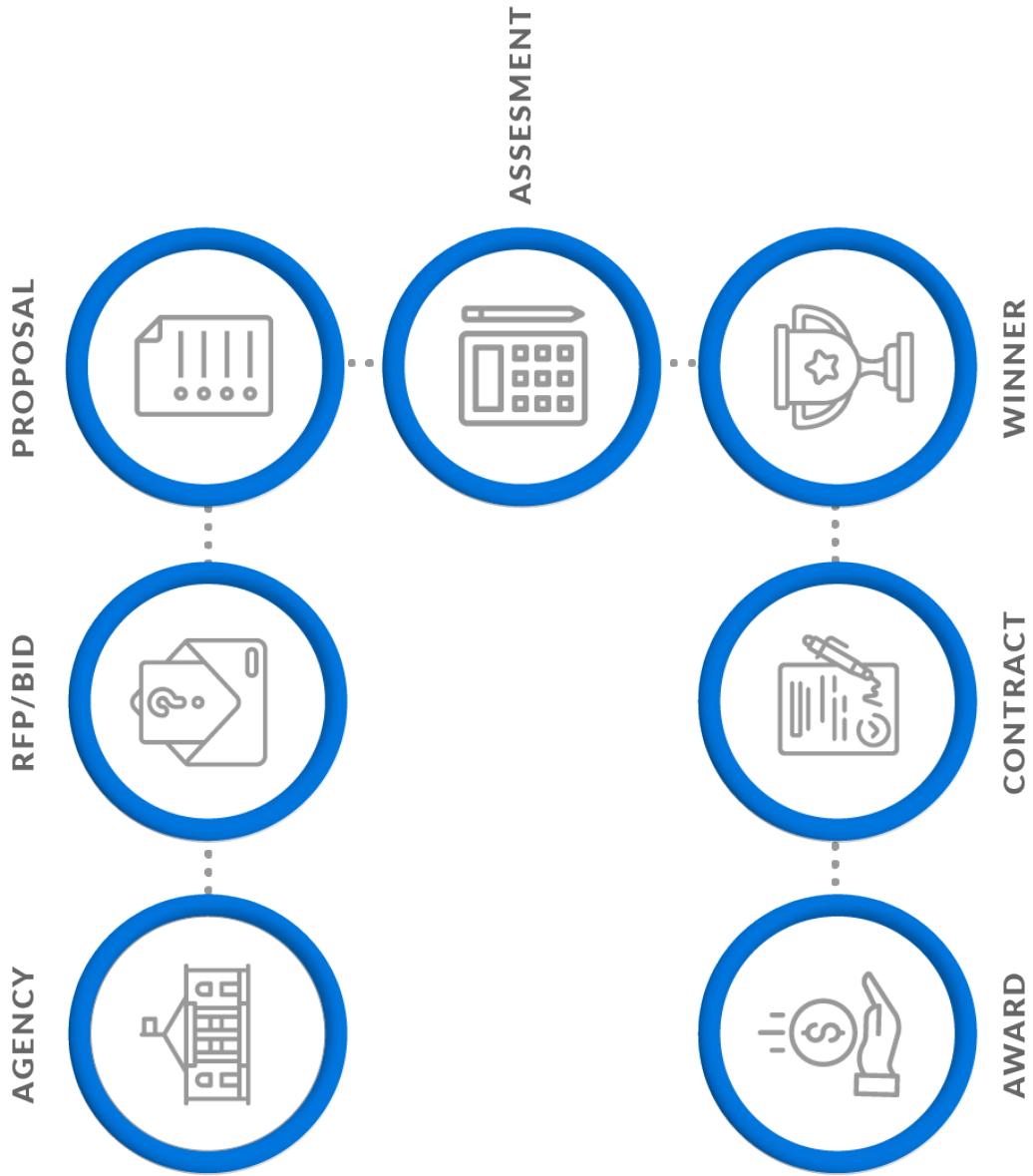
# FRAMEWORKS



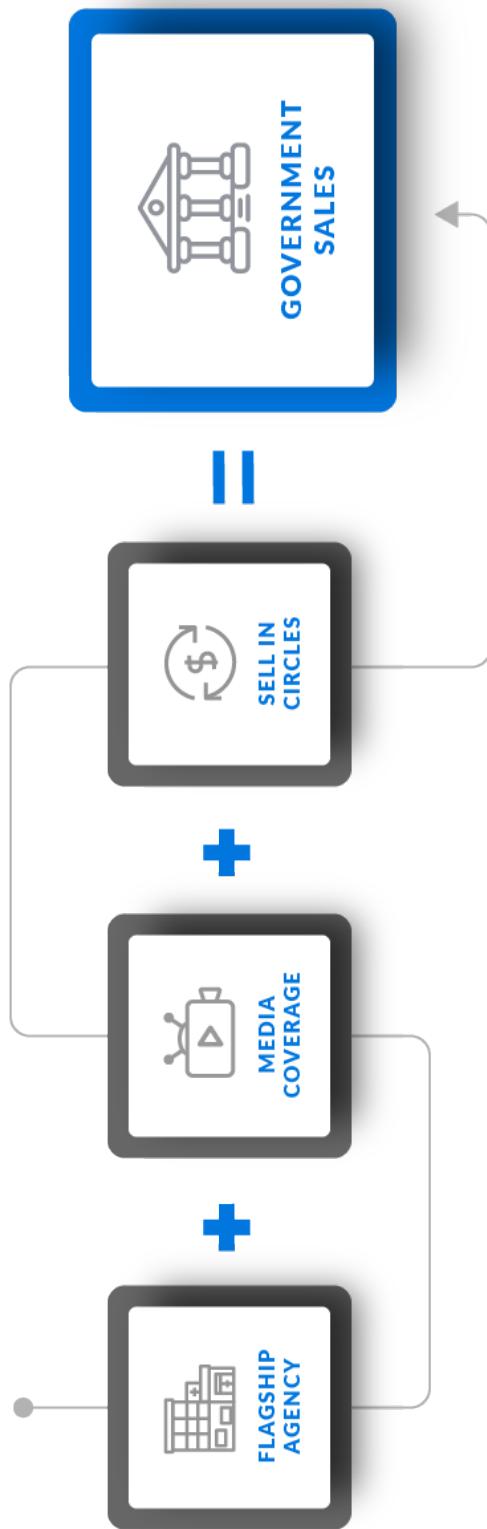
# Government Market Opportunity



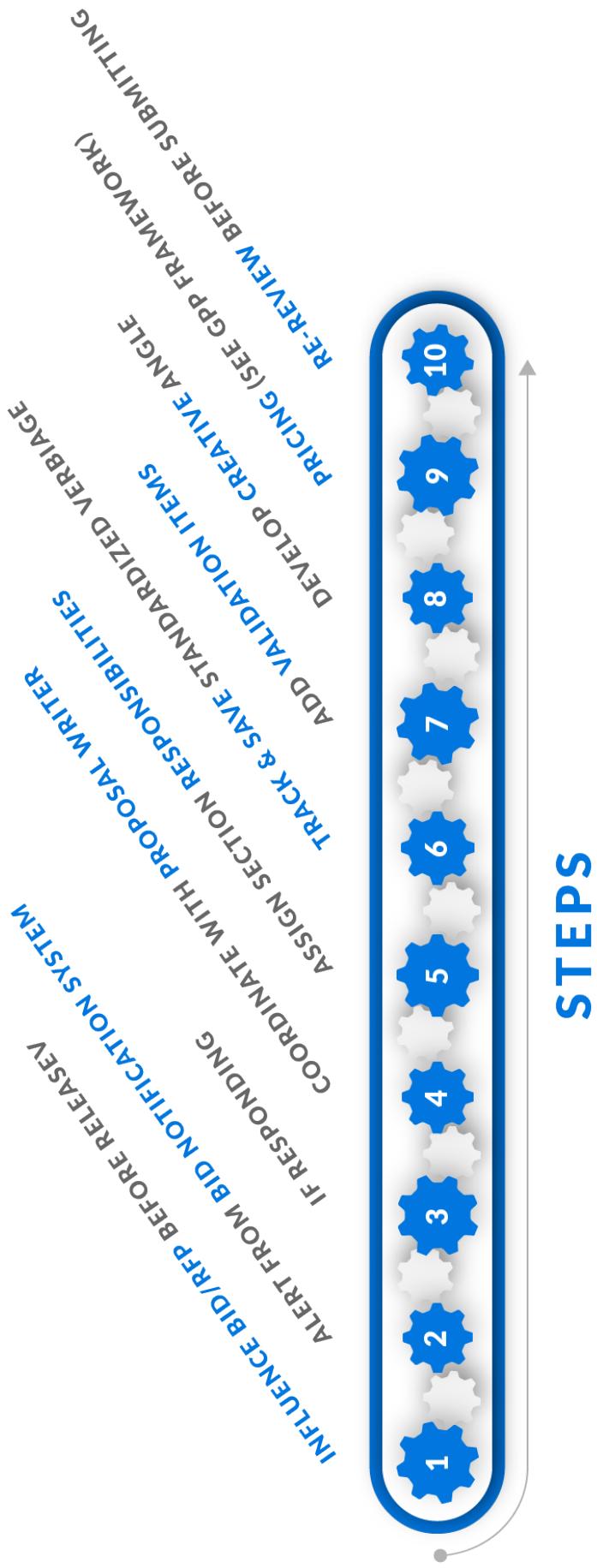
# How the Government Buys



# The Flagship Formula



# Bid Proposal System

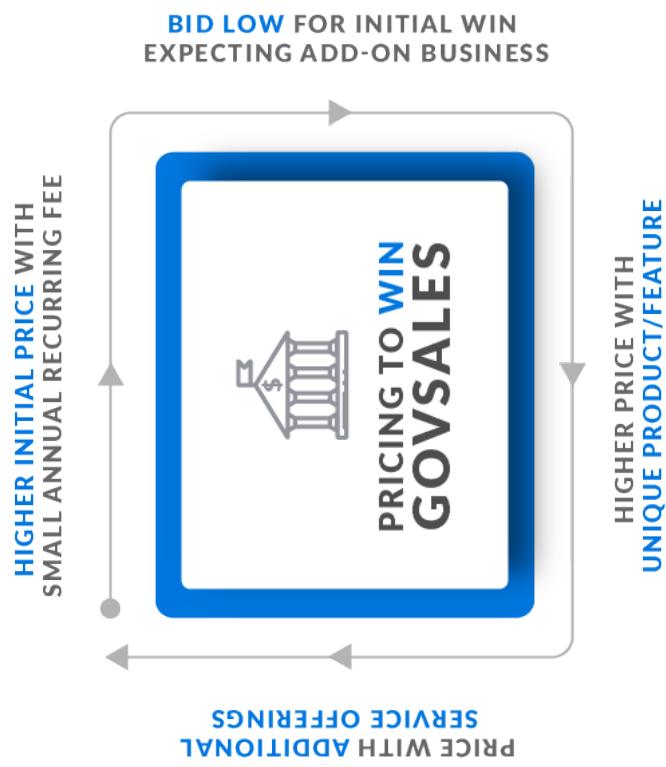


# Initial Government Agencies

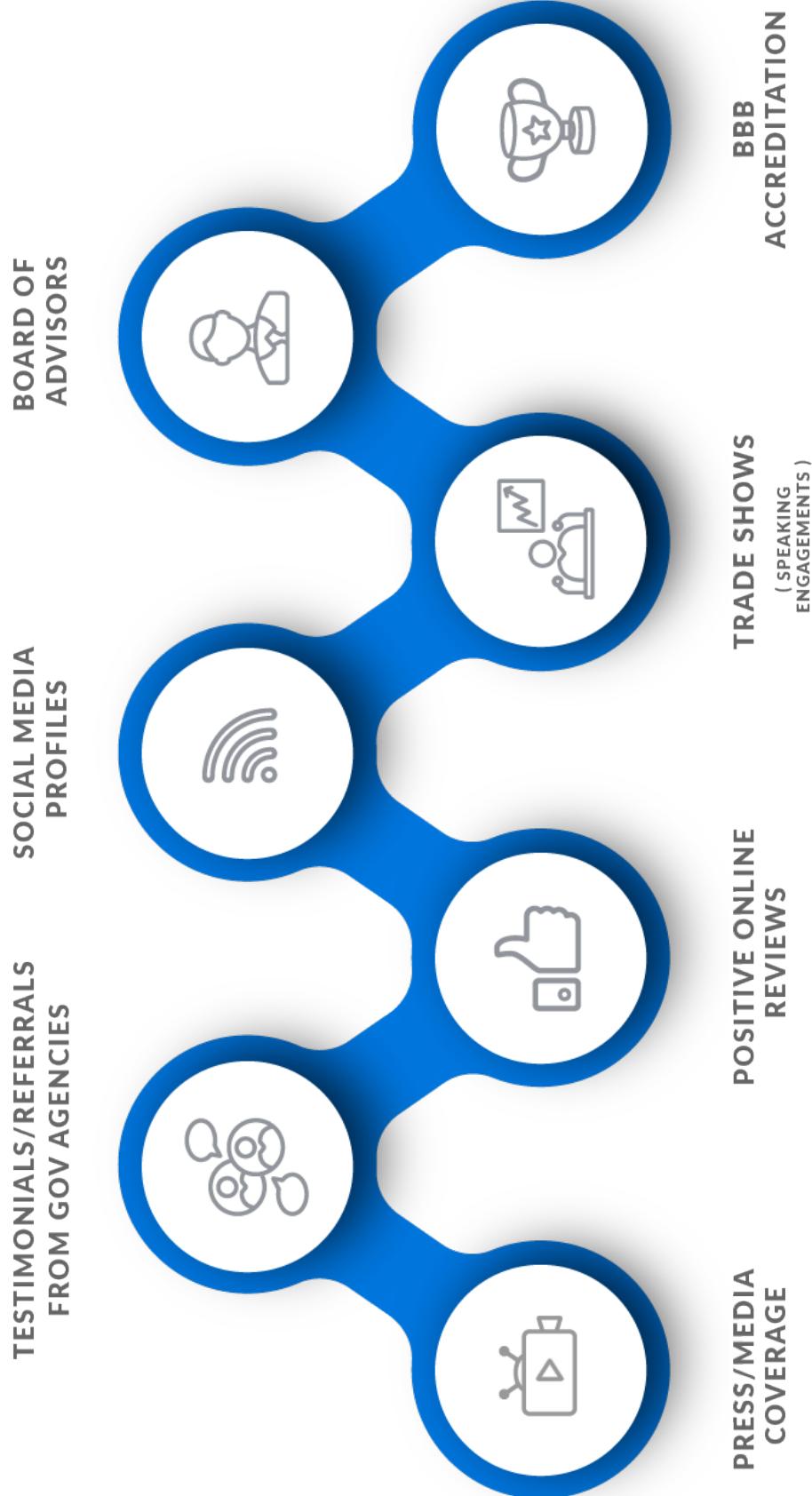


Note: In private industry, selling to a large enterprise customer can be very different than selling to a local small business. Similarly, the sales effort for a large federal agency can be much more complex and lengthy than selling to a small, local agency.

# Government Pricing Parameters



# Validation Marketing



# Streamlined Sales Schedule

## SCHEDULE

#	ITEM
1	SOLE SOURCE
2	PIGGYBACK
3	DISCRETIONARY SPEND
4	P. CARD
5	SOCIO-ECONOMIC / SET-ASIDE
6	EQUOTES
7	GSA CONTRACT
8	STATE CONTRACT
9	CO-OP

# ANSWER KEY



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## SECTION 1

1. 13%
2. \$7 Trillion/per year
3. The size of the market is huge, government contracts are typically multi-year contracts, the government always pays, it recession-proofs your company, and government deals happen faster than anyone thinks
4. 1 million
5. 80%
6. Federal agencies, Local agencies, Public schools, State Colleges/Universities, State-wide governments, Public utilities, Correctional facilities, Public Transit Authorities, Public Hospitals, Medical Examiners, Clerk of Courts, State Attorney Offices
7. Government Market Opportunity
8. False
9. False
10. True

## SECTION 2

1. About 90 days
2. There is a protocol in place for protesting the outcome.
3. They scour government websites and aggregate all the open Bids and RFPs, providing email alerts for new opportunities.
4. 20%
5. Sole-source, Piggy-back, Discretionary spend, P-Card, Set-Asides, GSA/State Schedule, Co-op's, Simplified/e-Quotes

## SECTION 3

1. 39,000
2. They're typically smaller, they have fewer regulations, and they're more open to meeting with companies about their products/services.
3. What is the agency's budget cycle? What are the registration requirements? What are the set-aside classifications and guidelines? What is the discretionary spend of that agency? Who at the agency has the P-card?

4. Just over \$4 trillion
5. It provides the guidelines for all Federal purchases.
6. October 1st to September 30th
7. SAM.gov (System for Award Management)
8. July 1st to June 30th
9. 3 to 4 people
10. 1 to 2 inside sales people, 1 outside sales person, and a tech writer

## SECTION 4

1. Find a Flagship agency, get media, and sell in circles
2. Find agencies that will benefit from your product or service, find agencies your salespeople work best with during the prospecting process, and find agencies that communicate with others about your product or service.
3. It takes the risk out of doing business with your company.
4. Create a document with all of your media coverage to share with agencies you want to do business with.
5. You will begin to make clusters of sales. Agencies and the media will validate your company.

## SECTION 5

1. There's only one source, or one company, that provides that particular product or service.
2. If you have already gone through the bid/RFP process and won a government contract, you can use that victory to avoid starting over. All you need to do is have the agency "piggy-back" off your last contract by adding verbiage if the agency follows the same procurement procedures.
3. This is a set amount of money for the Head of Procurement to spend at any time without having to go out to bid or RFP.
4. A purchase card, or just a credit card. An agency will assign a P-card to members of their staff to use.
5. Designated procurements set-aside for certain socio-economic groups, such as Women-Owned, Veteran-Owned or Minority-Owned businesses.
6. General Services Administration, it is a

- schedule of set contracts and prices for commodity items, for Federal agencies.
7. It is a schedule of set contracts and prices for commodity items on the State level.
  8. It stands for cooperatives. It is a contract that has a series of products and services. It is similar to the GSA schedule and State contract without all the paperwork.
  9. Agencies will put out their specs and will get three or more quotes for a particular item, sometimes awarding within a few days.
10. 80%

## SECTION 6

1. Bid Proposal System
2. The agency is usually already leaning towards one company based on the specs of the Bid/RFP, so getting ahead of that by communicating with agencies will increase your chances of winning that contract.
3. They screen scrape all the government agencies Bid and RFPs and aggregate them in one system. It's important to have one to stay on top of the Bids and RFPs that are released by agencies you have targeted.
4. It will save you so much time and energy to evaluate the specifications of a Bid or RFP before responding because some agencies may not be as viable as others.
5. There is a lot of paperwork involved in government procurement, lots of reading and writing, so having a detail oriented person handling this aspect of the work will ensure you miss none of the important guidelines for proposals.
6. Subject matter expert, ie. finance goes to someone on the Finance team, marketing items should go to your best Marketing team member, etc.
7. It makes responding to multiple agencies easier.
8. It can help you win business with an agency because they are risk-averse. Validation items help take away the risk from using your product or service.
9. It can help differentiate your company from other companies submitting proposals.
10. The government is very specific about the Bid/RFP process so if a mistake is made or a

deadline is missed you cannot protest to be reentered.

## SECTION 7

1. An agency may not have to re-approve your pricing if you have a lower annual fee.
2. Free repairs, 24 hour support, and on-site training support.
3. These services can set you apart from other vendors, reduce the agency's risk and increase their support.
4. If an agency is one you can see your company working with for the long-term.
5. If you offer a unique product or service.

## SECTION 8

1. Government agencies are risk-averse and utilizing Validation Marketing can help make your company more viable to work with.
2. They often get negative news coverage and being able to get positive media coverage is a win/win for them and your company.
3. It helps validate your company to other government agencies, they trust the opinions of other agencies.
4. Make sure you know everywhere that a government agency can look up online reviews for you and monitor them, make sure you get as many positive reviews as you can.
5. LinkedIn, Facebook, Instagram, or Twitter.
6. The opportunity to present. Having a booth is okay, but sharing industry knowledge through a presentation will 10x your exposure, driving foot traffic for conversations.
7. They can help support you with business decisions and offer advice & counsel.
8. Better Business Bureau
9. They can help facilitate you getting in touch with anyone that gives you negative reviews and arbitrate the process of resolving the issue.

## SECTION 9

1. Deltek
2. BidSync, BidNet and GovSpend
3. FindRFP, RFPbids.com, and stateandfederalbids.com
4. They aggregate government purchases over the last five to ten years so you are able to track trends of how agencies spend their money.
5. FPDS.gov
6. Info on loans and grants
7. Aggregates all the FPDS data and breaks it down into small detail.
8. It is the only solution that offers data for Federal, State and Local agencies.
9. Small or niche items the government buys.
10. A Bid Notification System, the only company to offer purchase orders for Local and State agencies, a unique electronic quoting system.

## SECTION 10

1. A basic contract with a specific price and time set for delivery of product or service.
2. These contracts are needed when there are uncertainties about the quantities and qualities of the project.
3. These contracts are needed when the time and cost are uncertain for a project. These are risky contracts for agencies.
4. These are needed when there needs to be flexibility for quantities and delivery dates.
5. When the agency terminates the contract because of extenuating circumstances.
6. When the agency terminates the contract because the contractor is not delivering according to specifications.
7. When the agency does not have sufficient funds to honor the agreement.
8. FAR (Federal Acquisition Regulation)
9. Federal Acquisition Regulation
10. It is a detailed set of rules for government procurements.

## SECTION 12

1. Relationship/trust
2. You could get kicked out of the process with no way to re-enter based on the strict rules and regulations.

3. False
4. April 1st to March 31st
5. You have to register with them to be awarded government contracts.
6. Time/time
7. Call/calendar event
8. A discount or a warranty
9. Affirmations
10. Perfect/release/test

## SECTION 13

1. One to three inside sales reps.
2. Help them do more with less.
3. Seven to nine times.
4. One page max.
5. It helps companies familiarize with your company logo, name, and products/services. It allows you to create a schedule and structure to your email outreach.
6. Intro email, Description of product email, Support email, Reference email, General pricing email.
7. Make short marketing or social media videos
8. Background/personalize
9. Great internet/WiFi
10. Authentic

## SECTION 14

1. Opportunities
2. A free online public procurement marketplace where agencies and vendors connect.
3. Vendor
4. First/product/service
5. Make sure your website looks professional, make sure your email address is the url of your company, and in all your online marketing make sure you have government references/terms.
6. An inside sales rep, a salesperson to do demos, and most importantly, a detail oriented writer and good at logistics.
7. Target/contact
8. Freedom of Information Act
9. Unique
10. Patience

## **SECTION 15**

1. Agency websites, GovQuote.us, SAM.gov, JackSiney.com, Jack Siney Linked In
2. GovQuote.us
3. They have Bids/RFPs, they have historical award data, and you can see where and with who government agencies are spending their money.
4. Infographics on government spending, websites, technology vendors, and more.
5. Wednesday/Linked In

## **SECTION 16**

1. Green/right
2. Account/Billing
3. A green check mark will be located to the right of the section
4. Use different key terms for the same item, i.e. toilet tissue, toilet paper, custodial paper goods
5. Expired

## **SECTION 17**

1. Spending/PO's Tab
2. It allows you to see who they're selling to, how much they're charging, and all their historical data. This helps you strategize your GovSales strategy.
3. You can help them save money.
4. Co-op's & Contracts Tab
5. Contacts Tab

## **SECTION 18**

1. False
2. True
3. False
4. Quotes & RFQs
5. The blue hyperlink





# CERTIFICATE

OF COMPLETION

## How to Successfully Sell to the Government

PROUDLY PRESENTED TO

The presence of this certificate indicates that the holder has met the requirements as indicated to complete the course above, as described by GovSales University.

This certificate was awarded by:

*Steven Bryan*

Dean of GovSales University



