

Growth Strategy

Enhancing Business Strategy with Expert Support

Services focused on stakeholder business plan objectives, guided by Strategic Growth Partners to improve and support the overall business strategy by providing business development enablement support services.

We Support the Entire Sales Life cycle

How we setup 8(a) businesses for success.

MARKET RESEARCH

In-depth market research & pipeline Management

An effective strategy for pipeline development.

Beyond the common methods (i.e., SAM.gov/Forecasts), we develop, maintain/manage an Agency and Program-specific 8(a) expiring contracts report, a "top 10 potential partner" report, and a capabilities-to-Agency spend report to support the pipeline development process.

- ✔ **We understand the challenges of developing a pipeline.**

PRE SALES

Partner development engagement support

Increase your probability of success

We embrace the "Partner-first" approach to increase wins. We identify agency-specific partners with complementary capabilities when developing the pursuit strategy.

- ✔ **We assist with developing optimal team structure and workshare arrangements.**

Leveraging Small Business Socio-Economic Status

Different socio-economic statuses open the doors to various opportunities not available to the general market and competitors

STATUSES

8(a) Business Development Program, HUBZone Program, Service-Disabled Veteran-Owned, Veteran-Owned, Economically Disadvantaged Women-owned Small Business, Women-owned Small Business

PRE SALES

Customer outreach support

Increase brand awareness

Constant Contact is a necessary evil for relationship building. We develop and execute a calling campaign (outbound calling) to connect to program managers, contracting specialists/officers.

- ✔ **We provide weekly traceable, and measurable performance reports**

BUSINESS DEVELOPMENT

Full lifecycle BD advisory support

A system for revenue generation

From conducting market research to account planning, and from pre sales to pursuit and capture, we offer comprehensive support throughout the entire sales lifecycle.

- ✔ **We strongly believe in a repeatable and measurable approach to developing a solid pipeline.**

Strategic A la Carte Offerings

MARKET ASSESSMENT REPORT

Are you curious about where you stand in the govcon market?

Regardless of where you are in your business life cycle, our team has carefully crafted a Market Assessment Report to analyze your business goals and evaluate where you currently stand in the government contracting arena. workshare arrangements.

8-HOUR STRATEGY SESSION

Could you benefit from a more direct strategy session?

Gain quicker access to your BD roadmap with our comprehensive 8-hour evaluation and strategy service offering.

A STRATEGIC AND CONSISTENT APPROACH TO OUTREACH

We tackle the obstacles of optimizing outreach to target customers and strategic partners.

Constant Contact is a necessary evil for relationship building. We develop and execute a calling (outbound calling) and email campaign to connect to program managers, contracting specialists/officers, and SD advocates. We establish connections with specific strategic partners according to predefined criteria.

Our five-pronged strategy

To uncover, shape, and promote 8(a) sole sources awards

OUTREACH:

We constantly engage with government buyers, program personnel, and small business advocates to gauge the target agencies' interest in procuring specific requirements that align with our capabilities through the 8(a) sole source mechanism. We keep this process straightforward: call, document interactions, and follow up.

RFI & SOURCES SOUGHTS:

We view RFIs and Source Soughts as an opportunity to increase brand awareness, highlight our capabilities, and promote the value of an expedited acquisition process. We include relevant 8(a) sole source mechanism language in all responses.

EXPIRING 8(a) CONTRACTS/EXITING 8(a) COMPANIES:

We constantly identify and qualify expiring 8(a) contracts — to shape and promote sole source activity. We reach out weekly to entities with less than three years remaining in the program to uncover opportunities to partner and recapture 8(a) awards.

PARTNERSHIPS:

Via existing or newly developed relationships (entities with demonstrated capabilities), we communicate the value proposition of the 8(a)-contracting mechanism to the partner (speed, favorable net margins, and the ability to address urgent needs). Consistently reinforce the value of the 8(a) sole source mechanism.

CONSULTANTS:

We collaborate with external consultants to drive sole source source awards and promote the value proposition of the 8(a) vehicle, including an 8(a) sole source IDIQ contract. We work closely with consultants in the GovCon educational and training sector. .