

SPI Ignite

*New to the Government Marketplace?
A crash course to put you on the fast track to winning business!*

The U.S. public sector is an attractive multi-trillion-dollar marketplace. That's good news, but the culture is unique and the competition fierce.

When it comes to capturing business, we provide clients with a **competitive advantage**. We can equip you with the research, strategy, training, and administrative tools you'll need to be successful in the US Public Sector Marketplace.

We provide our clients with:

- A comprehensive market analysis that includes, but is not limited to:
 - Size of the market being pursued
 - Important government leaders, organizations, and industry groups
 - Competitors/teaming partners, including strengths and weaknesses
 - Best states and government jurisdictions for each client's unique offerings
 - Trends to watch, available project funding, and political mandates
- An analysis of product or service offerings and, if applicable, suggestions on how to tweak them for optimum sales to the public sector;
- Procurement training led by former government executives and decision makers;
- A specific Go-to-Market Strategy for each offering;
- Administrative support – handling registration, certifications, and more; and,
- Expert guidance for ensuring successful meetings and presentations.

Upon completion, you'll be positioned to sell to the US public sector with these guarantees:

- *Comprehensive understanding of the US Public Sector Marketplace;*
- *Identification of where the opportunities are and how to pursue them;*
- *Ability to engage with decisions makers and elected officials;*
- *Significant reduction in sales cycles, effort, and resources; and,*
- *Knowledge to successfully navigate the regulatory and political environment.*

About Strategic Partnerships, Inc.:

SPI is a full-service procurement consulting firm that is recognized as a pioneer in the business of partnering public and private entities for commercial purposes. We specialize in government procurement consulting, market research, government affairs, and public-private partnerships.

Interested in learning more about **SPI Ignite**? Email us at sales@spartnerships.com »