Public Sector Sales Training

SPI's Public Sector Sales Training Division leverages the consulting team's extensive experience and success in selling to government. Every session is customized and designed to accomplish specific objectives based on a company's offerings, needs, and level of experience.

Content is kept up-to-date by incorporating trends and through interactions with public officials, procurement experts, government decision-makers and successful government contractors.

For companies wishing to increase public sector revenues, SPI is the perfect partner.

Common Course Topics include, but are not limited to, the following:

- **Shortening the Sales Cycle** – SPI Consultants teach clients how to successfully schedule and conduct meetings with C-level executives and shortening the selling/closing process by participating in cooperative purchasing programs and obtaining contracting vehicles. Consultants assist by helping clients with both.

- **Identifying Upcoming Opportunities** – Intelligence gathering is a critical component of finding and winning government contracts. Consultants explain how to gain a competitive advantage through unique data- gathering practices. Clients are also given advice on numerous actual upcoming opportunities that fit their offerings.

- **Early Positioning** – In any competitive marketplace, timing is critical, and successful contractors position themselves long before solicitations are released. The SPI Team teaches 'Best Practices' and coaches clients about how to message and deliver a clear value proposition for their offering.

- **Incumbents** – Since most incumbents have not studied the tactics that ensure contract renewal, they are often vulnerable. This module speaks to what must be done to keep government business. This session also provides valuable counsel on how to sell against incumbents.

- **Overcoming Common Obstacles** – Whatever the obstacle or challenge, SPI consultants have encountered it. In this module, the most common obstacles are dissected and advice is provided about what to do when one is encountered. This session, one of the most popular training modules, is customized to use actual obstacles encountered by the client's sales teams.

The sessions are all taught by practicing consultants who have decades of experience, and each session includes invaluable 'take away' materials. Consultants are available to provide support in the months after training sessions end if participants need additional assistance, advice, or counsel.

Many of SPI's training programs now are presented virtually so that large numbers of individuals can participate from throughout the country. The sessions are taped and made available to client teams which allows replay in case any session is missed.

All of the SPI's training sessions are customized completely for the client. The training can cover every aspect of selling to government for companies new to the marketplace or any component of the training can be taught. All sessions are interactive and the team likes to communicate as much as possible before the sessions begin so that the consultants and researchers understand the expectations. Because of that particular attention-to-detail, training sessions are successful and clients are able to see an immediate ROI on the program.

"The greatest value of SPI's training was having my sales team interact and learn from former government decision makers. They were engaging and extremely knowledgeable."
– Fortune 100 Client

For more information, contact the SPI Team by calling 512-531-3900 or send an email to sales@spartnerships.com