

# SPI's Fast Track Program

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*A 90-day program that puts any company on a fast track to winning new government contracts!*

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The U.S. public sector is a multi-trillion-dollar marketplace with big demands for every type of offering. But the sales culture is unique, the competition is fierce, and navigating the bureaucracy can be difficult. The experienced consultants at SPI can put clients on a 'Fast Track to Success'.

The SPI Team customizes every engagement for best results. Clients are provided research to identify upcoming opportunities of high interest. Additionally, clients receive training, message development, Go-To-Market strategies, partnering recommendations (if appropriate), networking, marketing assistance...and anything and everything required for success.

***Client offerings are analyzed by an experienced team of consultants and initial guidance is provided that includes. but is not limited to:***

- Identification of where the highest and quickest demand will be for the offering;
- Assistance in obtaining contracting vehicles and/or being selected to Cooperative Purchasing Programs - to speed up the sales cycle;
- Procurement training led by former government executives and decision makers;
- A specific Go-to-Market Strategy and message development for each offering;
- Analysis of marketing efforts with suggestions and advice; and
- Expert guidance to ensure successful meetings and presentations.

***Upon completion, companies have everything required to be successful:***

- *A Comprehensive understanding of all jurisdictions;*
- *Upcoming opportunities that have been identified with specific guidance about how to pursue them;*
- *Knowledge about how to engage with decisions makers and public officials;*
- *Significant training related to successful sales tactics; and*
- *An understanding of how to successfully navigate each selling jurisdiction.*

***About Strategic Partnerships, Inc.:***

SPI is a 25-year-old full-service procurement consulting firm that is recognized as a pioneer in the business of partnering public and private entities for commercial purposes.

Contact us to discuss the **Fast Track Program** - [sales@spartnerships.com](mailto:sales@spartnerships.com) or **512-531-3900**