



SPI's Fast Track Program

The Strategic Partnerships, Inc. Team (SPI) offers an exclusive **Fast Track Engagement** program for companies interested in either entering the government marketplace or increasing revenues in the **Multi-Trillion Dollar Government Marketplace**.

SPI's 90-day program is totally customized for each client – depending on the client's immediate needs. The engagement normally features deliverables such as a customized opportunity pipeline, procurement strategy, sales coaching or training, marketing guidance, competitor information, jurisdictions of highest demand for specific offerings, and other guidance to provide a competitive advantage and success in capturing new business.

When it comes to capturing business, SPI's consultants have a 25-year proven track record of success. That experience makes all the difference ... clients gain the benefits of learning from the pros – former public officials with comprehensive knowledge of government jurisdictions.

The program includes, but is not limited to, the following:

- Proven strategies to better pursue and capture lucrative contracts;
- Development of a Go-To-Market Strategy;
- Assistance with marketing guidance – the type of marketing that appeals to public agencies and governmental decision makers;
- A plan for enhanced visibility and more credibility;
- Identification of jurisdictions with the highest demand for specific offerings;
- Political guidance for each jurisdiction;
- Networking opportunities;
- Hands-on support designed to drive revenue – customized to specific needs;
- Contracting opportunities that match your company's specific criteria;
- Establish listings with cooperative purchasing programs;
- Premier sales coaching;
- Upcoming opportunities to pursue along with guidance about how to proceed;
- Contact information for public officials and message development for specific offerings; and,
- More strategies to help you capture more new business quicker!

SPI's proven model allows clients to see opportunities before they are announced and then pursue them with a competitive advantage. The team provides opportunity research, procurement strategy, sales guidance, and government affairs counseling – along with every tool your company needs to be successful.