



WILLIAMSBURG 2018

REAL QUESTIONS
CANDID ANSWERS

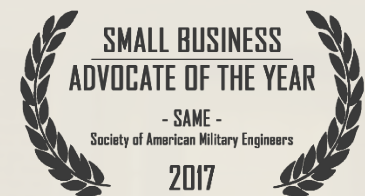
Prospect Meetings Are NOT About Making Sales

Winning Strategies and Proven Best Practices for Government Prospecting

The Most Valuable Training We've Ever Received For Government Acquisitions

“WOW – we should have done this . . . ten years ago! A better term would be “**Total Solution!**” We learned more in two days with RSM Federal than years with other well-respected and well-known experts. RSM Federal’s approach and strategies are a **true paradigm-shift**. Not only did we receive the most valuable training we’ve ever received, we were given access to hundreds of business templates, resources, and strategies **which allow us to successfully execute what we’ve learned**.

We won a \$600,000 with DOL; \$1 Million with NAVSUP, and an IDIQ with the State of Maryland! Joshua and his team at RSM Federal are the real deal!



Joshua P. Frank MIS, MBA



- **RSM Federal**, Managing Partner
- **New Strategic Partner of the NVSBC**
- **25 years in federal market**
- **Former military intelligence officer**
- **Small Business Advocate**
 - Chairman, Board of Directors, Veterans Business Resource Center (VBRC)
 - Emerging Leaders Program, SBA
 - Judge for Arch Grants (Entrepreneurial Competition)
- **Expertise**
 - Education, training, and business coach
 - Specialize in techniques & strategies to accelerate contract wins

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RSM Federal

RSM FEDERAL

Every Template. Every Strategy. Step-By-Step.


A Strategic partner of the National Veteran Small Business Coalition (NVSBC). As an NVSBC member, you have immediate and direct access to the following resources. All of these resources are provided at no cost to current NVSBC members.



The Government Sales Manual


450 Pages – 1,000 Techniques & Strategies

Foundation for more than \$2 Billion awarded in government contracts.



The Federal Access Platform

Hundreds of Templates, techniques, strategies, videos, and monthly webinars. This is NOT a bid-matching tool. NVSBC Members receive free access at Professional Level (Manual, Webinars, Podcasts)



Game Changers for Government Contractors – Podcast

An awesome podcast where the top industry experts in government contracting are interviewed and provide game changing concepts and recommendations for helping you accelerate your revenue.

Create Free Account

NVSBC Members Only

VETERAN BUSINESS
OF THE YEAR

SMALL BUSINESS
ADVOCATE OF THE YEAR

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April 2018

March 2018

February 2018

January 2018

December 2017

November 2017

October 2017

September 2017

August 2017

July 2017

June 2017

May 2017

March 2017

February 2017

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December 2016

October 2016

VETS 18

2018 Annual VET Symposium
JUNE 11 - 14, 2018 | WILLIAMSBURG, VA

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5

16,000 Companies Have a GSA Schedule¹

FY 2013		
22,000	Companies	
54%	<\$50,000 in sales	12,000 Companies
37%	\$0 in sales	8,000 Companies

FY 2017		
16,000	Companies	6,000 cancelled / terminated
50%	<\$50,000 in sales	8,000 Companies
32%	\$0 in sales	5,200 Companies

- So much for the “Low-Hanging Fruit” theory
 - Not often publicized
- Almost half of companies with Schedule . . . fail
- It’s Not Because of What They Sell
- So . . . Why do 50% of GSA Schedule holders fail?

¹ Note. You don’t need a Schedule to win contracts

2 Identical Companies

- **Identical Products and Services**
- **Both Companies:**
 - Same education level
 - Get help from mentors, coaches, and consultants
 - Attend same conferences
 - Watch same webinars
 - Buy same business books
 - Joined the same associations
 - Both certified (State and/or Federal)
 - Attend the same training sessions
- **One company wins contracts. The other does not.**
- **Why?**

Why?

Because it's not what you learn -

*It's how you **Apply** it*

*Engaging the market using proven
Techniques and Strategies*

Let's Get Started

● Session Expectations

- Basic to advanced concepts, techniques, and strategies
- Download presentation / templates after session
- **Success = making you think differently about how you approach the market**
- 50 minute session | 10 minutes Q&A
- Techniques & Strategies from Federal Access Program

● Agenda

- Your Meeting Objectives
- Getting a Meeting and Prior Research
- Marketing Collateral
- Your Introduction (elevator pitch) and Controlling The Meeting
- Where to focus / What to ask
- Q&A

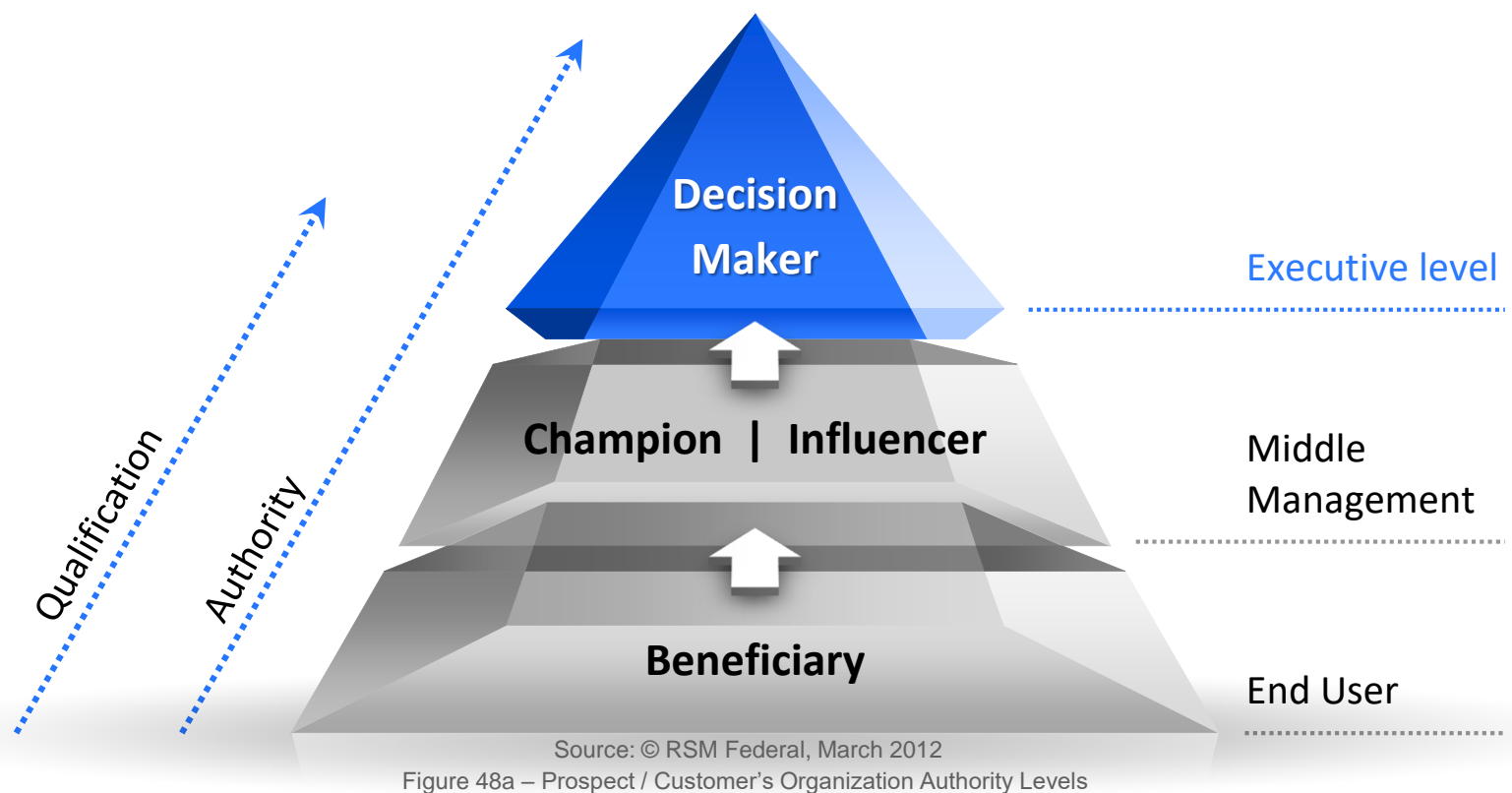


Today's Objectives

Provide a simple and repetitive overview of how to engage new prospects that enables you to:

- Build** Your Personal Confidence
- Build** Rapport with Prospects
- Develop** Clear Meeting Objectives
- Position** Perceived Differentiation
- Ghost** Competitive Advantage
- Obtain** Information & Intelligence
- Follow-Up** Post Meeting

Are You Talking To The Right Person?



Don't Overcomplicate This

- **No Magical Answers**
- **Have a Plan**
- **Control the Meeting**
- **Success Comes From:**
 - Confidence
 - Experience
 - Practice
 - Differentiating *(Not being like everyone else)*

Common Challenges

● **Fear**

- Fear of unknown
- Fear of failure
- Fear of not getting a contract
- Fearing your boss

● **Desperation**

- Easy to spot
- Manifests in your body and voice
- Should Have “Quiet Confidence”

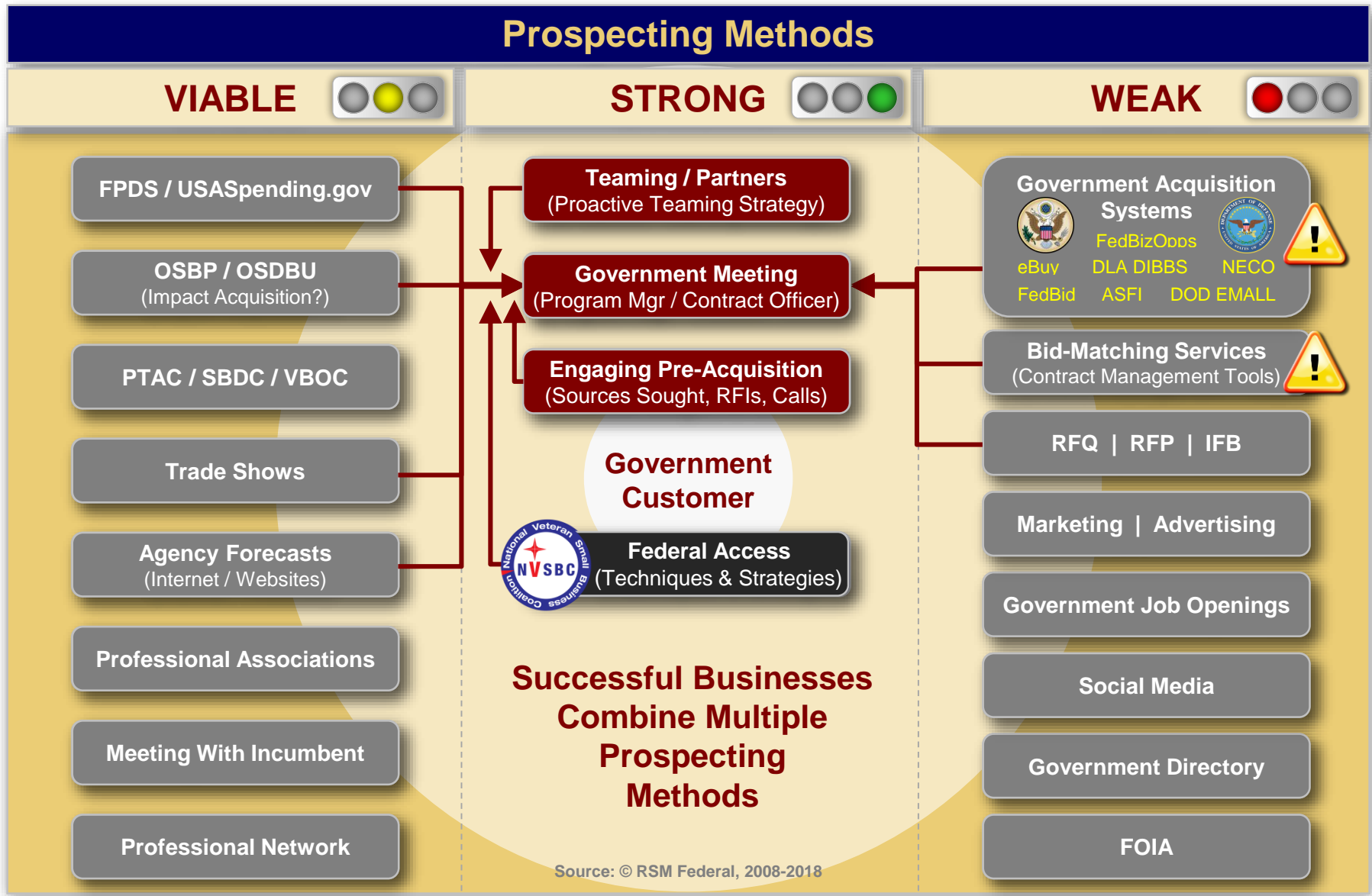
● **Preparation**

- What are your objectives?
- What would define a successful meeting?

You Have Three (3) Key Objectives

- Build Rapport
- Collect Information & Intelligence
- Create Perception That You Are An Industry Expert

*Your Objective is **NOT** to Sell Them Something*



Get a Meeting

Don't Be “Just One More Sales Rep”



Before You Contact Them

- **~ 60 Minutes – Research**

- LinkedIn (your first stop)
- Website – mission, corporate objectives, challenges, vision, recent news
- How they measure ROI
- Current contracts (ask small business office)
- Competition

- **Map the Value of What You Sell**

- Requires that you position value over capability or feature
- Value is more important than *what* you sell

Need To Show Your Prospect You Already Understand Their Organization

Getting A Meeting

- **Don't**

- Say “I know you're time is valuable so this won't take long”

- **45 Second Introduction**

- Who you are, proof of value, differentiation *We'll cover this today*

- **Your Business Card**

- Internal vs external titles (MasterCard does this well)
 - Internal – Business Developer or Account Manager (Inside your company)
 - External – Account VP or Vice President (website, email, conferences, etc.)

- **Bring a Colleague**

- Difficult to keep eye contact, take notes, and ask follow-up questions

Getting A Meeting

● Cold Calling is Evil

- Some consultants say “It still works!” Numbers game
- Without a referral = cold call


● Statistics – Success Rate for getting a face to face meeting

- Cold Calling 1% – 3% *(lucky if you get 0.5%)*
- Referral 10% – 40% *(depending on who referred)*

● Referrals

- You don’t have to know the person who refers very well
- Referral can be from a current contractor, small business office, anyone
 - Can you forward an email to program manager indicating we spoke?
 - Current contractor supporting the company
 - One program manager who referred you to another program manager / office
- Not hard – You just have to ask

Get A Meeting

Alex Martin  Sent: January 14, 20xx 10:15am

To: rjones@company.com

Subject: Introduction

Mr. Jones,

Rob -

John Avery recommended that we connect.

I work for Envision Associates here in St. Louis and we've worked with Monsanto, Blue Cross, and various other companies on increasing visibility and speed of access for data on dispersed Enterprise networks.

Would you be open to grabbing some coffee on the way to work in the next several weeks or first half of next month?

Look forward to connecting,

Best,
Alex

Alex Martin
Vice President
Envision Associates

Source: © RSM Federal, December 2013

Figure 4 – Intro Email

First Meeting - Your Demeanor

- **Relaxed**
- **Smile and body feedback**
- **An Equal – they tie their shoes the same way you do**
- **Scan their office in 10 seconds**
 - Family
 - Hobbies
 - Associations
 - Politics (steer clear)

Marketing Collateral

What Should You Bring?



Marketing Collateral Bring / Leave Behind?

- **Remember Your Objectives:**
 - To collect information and intelligence
 - To build rapport
 - To differentiate and be an SME

- **What Do You Bring?**
 - Business Card (that's it)

- **After Meeting – Go Back to Office and Tailor:**
 - One page slick (capability statement, line card, company background)
 - All other marketing documents should be tailored
 - Email to prospect / teaming partner within 24 hours

How To Differentiate & Communicate Value (and Control The Meeting) In 45 Seconds



45 Second Intro and Take Control

This company is a small business, woman and **veteran owned**

and we process multiple geographically dispersed networks to increase the visibility, accuracy, and speed of access across the enterprise. On average, we save our clients 30% in operational expenses and more than a 45% savings in data integrity and database cleansing costs.

We have provided these benefits to many Monsanto, Blue Cross, and the US Army C...

What Happens?

Like most companies in our space, our website and marketing collateral list half a dozen products / services, we have two core competencies that provide the most value to our customers; product or service A and B.

But before I go into more detail, can I ask several questions to better help me understand your organization? Would that be okay?"

45 Second Intro and Take Control

This company is a small business, woman and veteran owned

1

*"We are in the business of streamlining and consolidating information and data across multiple **geographically dispersed networks** to increase the **visibility, accuracy, and speed of access** across the enterprise. On average, we save our clients **30%** in operational expenses and more than a **45%** savings in data integrity and database cleansing costs.*

2

We have provided these benefits to Monsanto, Blue Cross, and the US Army Corps of Engineers.

3

Like most companies in our space, our website and marketing collateral list half a dozen products / services, but we have two core competencies that provide the most value to our customers; product or service A and B.

4

*But before I go into more detail, can I ask several questions to better help me understand your organization? **Would that be okay?"***

45 Second Intro and Take Control

This company is a small business, woman and veteran owned

1

"We are in the business of streamlining and consolidating information and data across multiple geographically dispersed networks to increase the visibility, accuracy, and speed of information across the enterprise. On average, we save our clients 30% in operational expenses and more than a 45% savings in data integrity and database cleansing costs.

Value

2

We have provided these benefits to Insanto, Blue Cross, and the US Army Corps of Engineers.

Proof

3

Like most companies in our space, our website and marketing collateral list half a dozen competencies that provide the most value to our customers; product or service A and B.

Make Yourself Equal then You Differentiate

4

But before I go into more details, I have several questions to better help me understand your organization. What be okay?"

Take Control

45 Second Intro and Take Control

This company is a small business, woman and veteran owned

1

"We are in the business of streamlining and consolidating information and data across multiple geographically dispersed networks to increase the visibility, accuracy, and speed of access across the enterprise. On average, we save our clients 30% in operational expenses and more than a 45% savings in data integrity and database cleansing costs.

2

We have provided these benefits to Monsanto, Blue Cross, and the US Army Corps of Engineers.

3

Like most companies in our space, our website and marketing collateral list half a dozen products / services, but we have two core competencies that provide the most value to our customers; product or service A and B.

4

We've spoken with the government PM at HHS and believe that based on these discussions we can help your team be more competitive.

5

But before I go into more detail, can I ask several questions to better help me understand your organization? Would that be okay?"

Teaming
Partner?

What Happened To The Socio-Economic Status?

This company is a small business, woman and veteran owned



- Did you hear any of this in the 45 second introduction?
 - No
- Government will buy from you because:
 - You communicate value – *not the products / services you sell*
 - You have solid past performance / experience
 - NOT because you are small, woman, veteran, or minority owned
- Your ‘status’ is a “Balancing Differentiator”
 - Without perceived value, your status does not make you competitive
 - It’s not who you are!
 - Your meeting will be at least 30 minutes. The intro is only 45-60 seconds.
 - It will come out . . . after you’ve positioned your value

After Your Introduction

- 1) Build rapport**
- 2) Ask smart questions**
- 3) Control the meeting**
- 4) Collect intelligence**

Most Important Questions are Follow-Up Questions

[90% of Intelligence]



Most Powerful Sales Question

IF You've Asked The Right Questions





“The Most Powerful Sales Question”



You're on a call or in a face to face meeting with Ms. Janet Smith, a Program Manager for a procurement office with the Department of Commerce.

The discussion is going well, you've asked the right questions, and you now understand one of their core challenges which you believe your company can resolve.

What do you say?



“The Most Powerful Sales Question”

That's What We Do!

(Exactly what the other hundred companies told her)

Instead

“Ms. Smith,

- ❶ we solved this problem or one very similar . . .
- ❷ for Anthem Blue Cross
- ❸ at their national resource delivery division
- ❹ in Chicago
- ❺ 8 months ago

If we can get on your schedule in the next couple weeks, we'll bring our project manager who managed the project to explain how we did it . . .

Would that be fair? *(Quid Pro Quo)*

What Did We Learn?

- **Be prepared – research your prospect**
- **Your Focus**
 - **IS** Build Rapport, Collect Intelligence, Perception of Expertise
 - **NOT** Selling
- **Cold calling vs. Referrals**
- **Weak, Viable, and Strong Prospecting Methods**
- **Just your business card** (*Marketing Collateral Tailored +24 Hours*)
- **45 second Introduction. . . then control the meeting**
- ***That's What We do!* → Educate Them / Influence the Acquisition**

Industry, Market, Prospect, & Partner Agnostic

Session Evaluations

VETS ★ **18**

SPEAKER/SESSION EVALUATION
Please place the completed evaluation into the evaluation box in the back of your session room or bring it to the registration desk.

SESSION TITLE: _____

Please rate each of the following:	Poor		Fair		Great
Overall Session Rating.	1	2	3	4	5
Session content matches the program description.	1	2	3	4	5
The speaker(s) appeared organized, informed, and delivered effective presentation.	1	2	3	4	5
Would you recommend that this/these speaker(s) return for future presentations?	<input type="checkbox"/> Yes <input type="checkbox"/> No				

**Turn over for additional questions*

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