



Essential Federal Business Development Package

Marketing Plan and Strategy

- Review and reposition your company's marketing strategy to target the federal government buyer;
- Research & develop your federal market competitive analysis with up to three competitor profiles; &
- Develop and implement a targeted agency marketing program focused up to two federal agencies.

Sales Support/Deliverables

EZGSA creates marketing materials that make use of and then reposition your company's current information. *(Please note: all graphic design and printing is priced separately and can be handled by EZGSA or by your company).* These include:

- A one-page company Fact Sheet;
- A seven-page company PowerPoint presentation;
- Up to two one-page product/service Fact Sheet;
- Up to five one-page Case Studies; and
- Up to three one-page bios for speaking opportunities.

Website

We will review the site's content and reposition it for the federal market (up to five pages).

Lead Generation

EZGSA provides your company with up to 15 sales opportunities, which can include:

- Targeted agency research;
- Contact information for the contracting officers or buyers of your products or services;
- Partnership recommendations for possible sub-contracting opportunities;
- Tradeshow listings for attendance or participation;
- Pre-RFP and RFP recommendations where applicable

Expansion Plan

At the end of this six-month project, EZGSA presents your company with an expansion plan, which offers recommendations based on our work to that point. We suggest that your company move in a particular direction based on:

- The current government climate;
- The past performance of the initial marketing phase; and
- The capabilities of your organization to respond to opportunities.