

Looking for your St. Patrick's Day Pot-of-Gold?

The SECRET Tips & Tricks to Win Government Sales



HOSTS



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“Difference between someone making \$75K and someone else making \$150K doing the exact SAME job...is typically 15-20 small details.”

- Jack Siney





Today's Presentation

Insider tips & secrets from the TOP government agency and sales professionals in the country

- **SECTION 1:** 10 tips/secrets related directly to GovSales
- **SECTION 2:** 10 tips/secrets to improve your overall Sales
- **SECTION 3:** Opportunity for additional tips & insights





SECTION 1:

GovSales Tip/Secrets





Tip #1: Do NOT Respond to Bids/RFPs

- 80% of government spending doesn't go through the bid/RFP process
- Once bid/RFP is released.....the agency usually has a “preferred vendor”
- Bids/proposals:
 - Take significant time to complete
 - Highly competitive
 - Lowest profitability





Tip #2: Remember Agencies are “Risk-Averse”

- Agency personnel take lower pay for job security and future pension
- They DON'T want to be:
 - “On the cover of the newspaper”
 - “First customer/user” of new products & services
- Take the “risk” out of working with your company and utilizing your product/service





Tip #3: Add “Government Stuff” Marketing Materials

- Add “Government Stuff” (terms, acronyms, logos, etc.) to your marketing materials
 - Website
 - Product sheets
 - Call script
 - Email footer
- Agencies want to know that “you know” what it’s like to work with government agencies





Tip #4: Start “Relationship Process” by Calling

- Sales is ALWAYS about “relationships”
- Fastest & easiest way to build relationships with agency personnel is with an “inside sales” process
- Call to introduce your product/service.....follow-up with email(s), product sheet, and videos





Tip #5: Need to CONNECT 7-9x

- You need to CONNECT with an agency 7-9x (typically) before they will consider your product/service
- CONNECT means: back-and-forth communication.....NOT just you emailing or LVMs
- Don't give-up after just 1-2 tries





Tip #6: Do Your Government Prospecting NOW

- **Successful GovSales companies do a majority of their prospecting/marketing NOW (Feb to April)**
- **Government budget cycles**
 - July 1 to June 30th
 - Oct 1 to Sept 30th
- **Make agencies aware of your company NOW -- before the major spending months**





Tip #7: Give-Away your Stuff for FREE

- Pick a strategic agency and give them your product/service for FREE.....make them a “raving fan” of your company
 - Consider this a “marketing cost”
- Once an agency loves your solution.....they will tell other agencies -- agencies want to hear from other agencies...WAY more than they want to hear from you





Tip #8: Provide Multiple Ways to Buy

- Sole Source
- Piggy-back
- Under discretionary limit
- Within P-Card limit
- Set-Aside Qualifier
- GSA Schedule
- State Contract
- Co-Op
- Respond to “State of Emergency” needs
- Have bid/RFP specs ready





Tip #9: Differentiate Your Company

- Offer 1-2 things that clearly differentiate your company
 - 24x7 support
 - Free replacements
 - Extended warranty
 - Money-back guarantee
- Things that reduce the “risk” of choosing your solution





Tip #10: Use “Public Data” to Target Agencies

- **“Public records” allow you to see which agencies:**
 - **Already buy what you sell**
 - **Pay more than your price**
 - **Work with your competitors**
 - **Purchased product/service that is precursor to buying your product/service**
- **Target agencies “most likely” to buy**





SECTION 2:

Sales Tip/Secrets





Tip #11: Balance the Power

- When cold-calling.....there is an “imbalance of power” with the person you are calling (with them having the power)
- Need specific data item about:
 - Their agency/municipality
 - Them personally
 - Something great about your company to “balance the power”
- And....you should NOT be available “whenever”
 - Successful people are NOT available all-the-time





Tip #12: Do NOT Leave Voicemails

- **During your initial call.....do NOT leave voicemails**
 - **No one listens to your voicemail**
 - **Messages are long & boring**
- **Have you ever called-back a “cold-call” voicemail?**
- **UNLESS....the VM is short, specific & very compelling**





Tip #13: Be Considerate if Person is Busy

- **Ask:**
 - “Have you heard of our company?”
 - “Do have 5 minutes?”
- **If person is “busy” -- be respectful of their time**
- **Get specific day & time to call-back**
 - **Send calendar invite!!**





Tip #14: Schedule 15-minute Demos

- After initial call-into the agency....schedule 15-minute product demo/overview call
- Confirm demo with **ACCEPTED** Calendar Invite
 - NO “accept”.....NO real meeting





Tip #15: “*Less is More*”

- Don't show/demo everything your product can do....once they are interested STOP and focus-on the close
- Give the shortest possible answer to all questions
 - Ask: “Did that answer your question?”.....if not, then you can provide longer answer
 - Long answers start to sound “fishy”





Tip #16: State Your Price.....and SHUT-UP

- Give your the price for your product/service, and “shut-up”
- Too many folks “waiver” on their pricing and insinuate a lower price is possible





Tip #17: Ask HOW They Buy and Repeat Back

- Once agency is interested....ask your contact HOW they normally purchase a solution like yours
 - Full process.....step-by-step....until you get the contract/P.O.
- Then....you repeat back the process to them to confirm all of the steps





Tip #18: Aggressive/Negative Prospects.....Ask for 2 Minutes

- If someone is negative/aggressive:
 - “Can I have just 2 MINUTES of your time to show you, and if you don’t like it....you can hang-up and I won’t call you again?”
- Need your BEST stuff during those 2 minutes





Tip #19: “Not Interested”....Get Their Email

- If someone is “not interested”:
 - “Can I get your email address....I’ll send you my contact information in case you change your mind in the future?”
- Customers (typically) need to connect with you 7-9x before buying





Tip #20: When to Contact Prospects

- Before 9am & After 4pm
- Thursday & Wednesday
- Minimum of 6x
- Immediately when you receive a lead (within 10 minutes)

Source: Harvard University





BONUS TIP:

Stop waiting for things to “go back to normal”....we are NOT going back to the way things were -- EVER





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Q & A

