

BUSINESS INTELLIGENCE

ADVISORY SERVICES

The Center for Digital Government's highly qualified team can help your business increase results in the state and local government market. Our in-house research team will select and analyze qualified/prioritized business opportunities specific to your solutions, products and services. Our experienced team will help you optimize your resources, so as to capture and convert business.

GO-TO-MARKET SALES PLAN

With thousands of opportunities out there, how do you know which ones to pursue and how to best pursue them? The Center will help you to prioritize "Must Win" opportunities and help you develop a capture strategy tailored to the state and local government market.

COMMUNICATION AND PUBLIC RELATIONS PLAN

Is your branding and promotion getting you the state, city and county clients you want? The Center will make sure your marketing differentiates your business for maximum impact and position.

CUSTOM RESEARCH

Your company needs the most accurate, relevant information possible to make the best decisions. But do you have the time and resources to find the actionable information critical to your objectives? The Center does. Our team asks the right questions to the right people to deliver the information you need to succeed.

CONTRACTS INVENTORY AND ANALYSIS

Why engage with the Center in a Contracts Inventory and Analysis? The Center will collect information on the statewide term contract agreements the states use to purchase the types of products and services your company provides, including:

- ▶ Contract number
- ▶ Contract name
- ▶ Expiration
- ▶ Number of optional renewals remaining
- ▶ Suppliers currently on contract
- ▶ Buyer/contract administrator name and contact information
- ▶ URL/link to contract where available
- ▶ Contract mandates (mandatory use or convenience use)

Using a 50-state contracts inventory, the Center will devise a detailed analysis of the contracting vehicles your company has an immediate or upcoming opportunity to apply for.

SALES TRAINING

The Center can provide sales training to give your team all the tools for state and local sales success. A Center Senior Fellow will present the sales cycle (Prospecting, Qualifying, Developing, Closing) in detail and add personal commentary. Center Senior Fellows are all former practitioners in the market, CIOs or equivalent senior level positions, giving you an inside line on the ins and outs of selling to the public sector.

POSITION YOUR COMPANY FOR SUCCESS TODAY.

**CALL 1.800.598.1379 OR VISIT US AT
 WWW.CENTERDIGITALGOV.COM/INDUSTRY.**

WEST



CHUL YIM - 916.932.1370
 Western Region Manager
 cyim@centerdigitalgov.com

EAST



TRACY MEISLER - 916.932.1444
 Eastern Region Manager
 tmeisler@centerdigitalgov.com