

ARE YOU Marketing Effectively?

If you walk along city or town streets, watch television, listen to the radio, or surf the internet you know a lot about marketing. But you may not know that **marketing to the Federal Government is entirely different from this daily media-marketing deluge.**

Why?

- The Government's reasons for buying are very different from those of consumers and corporations.
- The Government's procedures for making a decision to buy are very different from those of consumers and corporations.
- The value the Government seeks is significantly different from those of consumers and corporations.
- The amount the Government will expend on a single contract is far larger than that of most of the spending by consumers and corporations.



CV Marketing Services

Choose one, two, five ... or all.
You decide how CV can best help you win.

- Annual Marketing Plan
- Website content development
- Analyses of customers' view of value and why they award contracts
- Market Surveys
- Compelling marketing message
- Persuasion techniques
- Guidance and templates for
 - Customer database
 - Key Customer Management Program
 - Customer Communications Program
 - Trade show materials
 - Sales Plan
 - Directory formats
 - Consultant Directory
 - Competitor Directory
 - Customer Directory
- Training
 - Value Delivery Strategy
 - Compelling Message development
 - Persuasion techniques
 - Integrated Business Development continuum Strategy to Contract Performance

ClientView can help YOU Become a Market Leader

As a Government contractor, you have many foolish competitors who choose to do no marketing or spend money on marketing that contributes nothing to revenue growth.

The good news is that you can have a small marketing budget that very directly helps your firm win new contracts and achieve your strategic objectives.

ClientView collaborates very closely with your team to create your image as a market leader and obvious best choice in your market niche.



Your Client's View of Value

ClientView as Your Marketing Teammate

Developing and implementing your marketing program with CV is easy – you have choices and control

“We have a website and a brochure, but they don't help us get new contracts or assignments.”

CV can **collaborate with you** to develop marketing content that clearly presents the value you deliver to address the missions, objectives, and challenges of **your future** customers and directly improves your new contract win rate.

“We must limit our marketing to reviewing RFPs and making Go/No Go decisions to keep costs as low as possible.”

CV can help you **improve your new contract win rate** by creating and maintaining an opportunity pipeline so you can achieve a viable business development budget by growing revenue.

“We can't afford to advertise.”

You're right. Advertising, in the manner we all commonly experience it, is not the most effective marketing method in the Government market. CV can help you examine a spectrum of marketing approaches, select a method that fits your market niche, and **implement your marketing program**.



Achieve Consistent, Long-term Revenue Growth

Join CV's clients – who have ...

- 60% or higher win rates on competitive proposals year after year
- 20% to 40+% consistent, long-term revenue growth for five or more consecutive years



Need to re-vamp your marketing program so Federal customers take notice?

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