

Government Customer Value Map

What is a government customer value map?

A government customer value map is a visual depiction of your conversation and helps a government buyer see how your product or service can address their identified needs and challenges.

When should a government customer value map be used?

Although a value map can be shown to a government buyer at any time, it is recommended it is used as a follow-up tool after your first or second introductory meeting.

How do I complete a government customer value map?

- During a meeting with your government buyer, listen carefully to qualify and identify three of their immediate challenges or business needs.
- Complete the government customer value map accordingly.
- Schedule a follow-up meeting with the government buyer to review the map and demonstrate your understanding of their challenges and needs and show how your product or service has helped other government customers and delivers value.

Government Customer Value Map Sections

Business outcome goal text: The challenge or need the government buyer identified as a top priority to address.

Stakeholders: Titles of the government employees or departments that are affected by the challenge or need.

Art of the possible: Benefits that can be achieved if the government buyer uses your product or service to address their challenge or need.

Links to Use Cases and Solution Examples: Short descriptions and link to resources that demonstrate how other governments benefited from your product or service or publications that describe the risks of not addressing the identified challenge or need.

Click [HERE](#) to view the government customer value map template

Do you need help using The Government Sales Blueprint™ Pyramid to develop your government contracting strategy? If so contact us and let's get started.

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