

# The Government Sales Blueprint™ Pyramid

Without a comprehensive state and local government contracting strategy, organizations risk wasting a considerable amount of time, money, and resources. Following the Government Sales Blueprint™ (GSB) helps government contractors develop a strategy that accelerates their ability to build sustainable government relationships and win more contracts.

**Plan Foundations:** Ensuring you have a deep understanding of the government departments you expect to contract with, who your ideal government customers are, and how your product or service addresses their most common challenge or need.

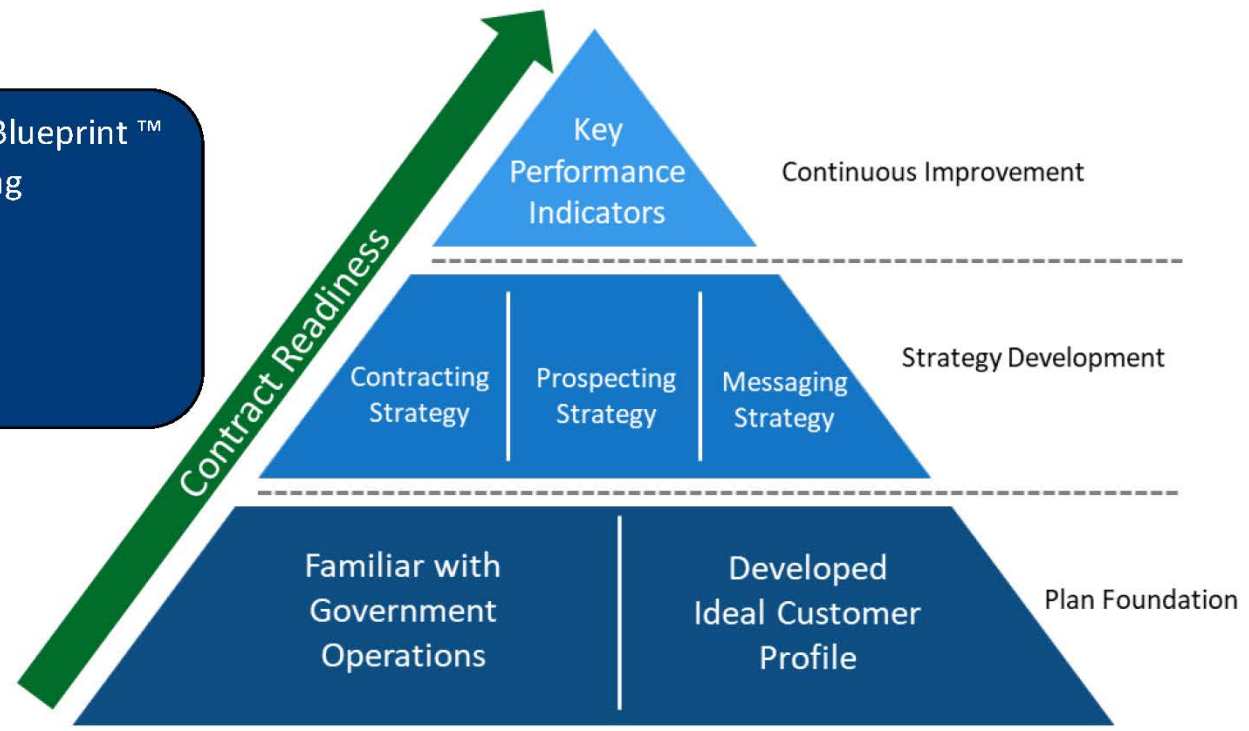
**Strategy Development:** Developing the plan and actions necessary to earn the trust of your ideal government customer and win more contracts.

**Continuous Improvement:** Identifying key performance indicators to measure if your government contracting strategy is meeting the goals you set and what gaps in resources or messaging might still exist.

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.

Contact@Drakestrategywins.com



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Drakestrategywins.com

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