

RSM FEDERAL

The Art and Science of Government Sales™



How To Effectively Take Advantage of Your Socio-Economic Status It's Not What You Think...

The Most Valuable Training We've Ever Received For Government Sales

“WOW – we should have done this . . . ten years ago! A better term would be **“Total Solution!”** We learned more in two days with RSM Federal than years with other well-respected and well-known experts. RSM Federal's approach and strategies are a **true paradigm-shift**. Not only did we receive the most valuable training we've ever received, we were given access to hundreds of business templates, resources, and strategies **which allow us to successfully execute what we've learned**.

We won a \$600,000 with DOL; \$1 Million with NAVSUP, and an IDIQ with the State of Maryland! Joshua and his team at RSM Federal are the real deal!

Stephanie A. Parson, President
President
Crowned Grace International

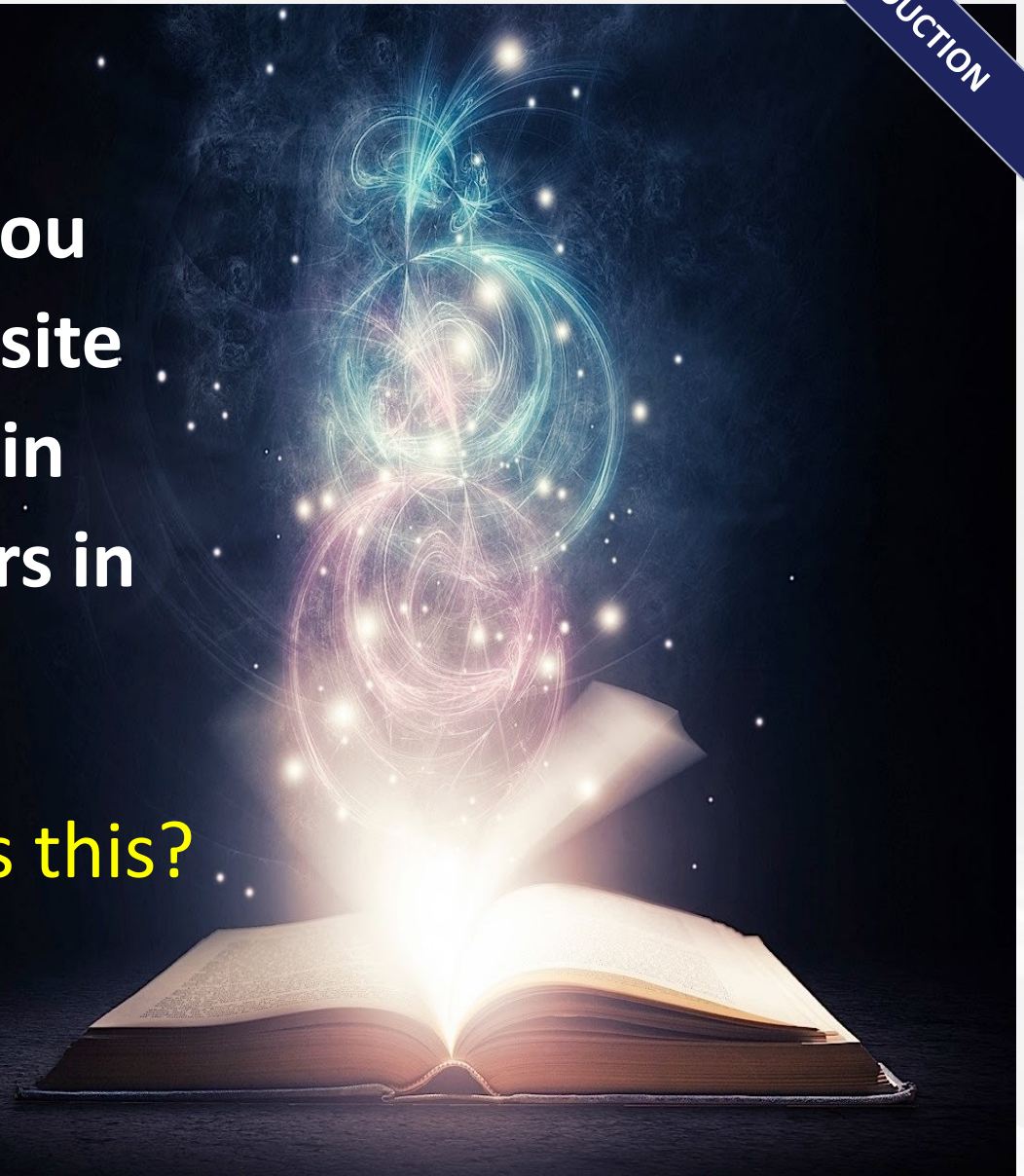
Joshua P. Frank MIS, MBA

- **RSM Federal** – Managing Partner
- **Professional Speaker, Author, and Business Coach**
- **30 years Public Sector / Government**
- **Former Military Intelligence Officer**
- **Coach Small and Fortune 100**
- **Small Business Advocate**
 - Chairman, Board of Directors, Veterans Advocacy Foundation
 - Guest speaker and trainer, SBA
 - Judge for Entrepreneurial Competition (Arch Grants)
- **Expertise**
 - Education, training, and business coach
 - Tactics & strategies to accelerate revenue and market entry
- **Client and Member Success**
 - \$13.5 Billion in Small Business Government Contracts
 - \$30 Billion in Multiple Award IDIQs



If I told you there's a
magical icon / logo you
can put on your website
that will magically win
you millions of dollars in
contracts...

What *level of crazy* is this?



2 Identical Companies

- **Identical Products and Services**
- **Both Companies:**
 - Same education level
 - Get help from mentors, coaches, and consultants
 - Attend same conferences
 - Watch same webinars
 - Buy same business books
 - Joined the same associations
 - Both companies hold the same socio-economic certifications
 - Attend the same training sessions
- **One company wins contracts. The other does not.**
- **Why?**

Why?

Because it's not what you learn -

*It's how you **Apply** it*

*Engaging the market using proven
Tactics and Strategies*

Today's Objectives

- 1) How to **“softly” communicate your status**, differentiate from the competition, and facilitate a perception of business maturity
- 2) Importance of **communicating the value** of what you sell
- 3) Communicating status in marketing, digital and print –
How to do it
- 4) Ensure **large businesses / primes** are helping small businesses engage on “value” versus “status.”

Going Against The Grain

- **At one point in time, you were counseled or mentored**
 - Counselors, mentors, advisors, business coaches, and consultants
 - Small business offices, decision makers, contracting officers, buyers

- ▶ ● **It's culture...**
 - We repeat, we teach, we do what we are taught

- ▶ ● ***By the end of my talk...***
 - Convince every attendee that winning contracts has everything to do with how you communicate value and very little to do with your business size or certifications...

Does This Sound Familiar?

- **Business cards**
 - Socio-economic status / logo(s) just as large as your corporate logo?
- **Website**
 - Homepage: socio-economic status logos / text on top of page or the first thing that catches your eye
- **Marketing Collateral, Capability Statement, One-Pager**
 - Socio-economic logo(s) at the top where it's the first thing you see?
- **Your Introduction**
 - “Hi! We’re a woman-owned small business that provides. . .” or
 - “Hi! We’re an SDVOSB that provides. . .”

This does NOT make smart *business sense*

We're going to discuss why it
minimizes the *perceived value*
of your company. . .

and discuss how to communicate your value
in order to

differentiate and win contracts

Why do companies win contracts?

- Past Performance
- Management Team
- Perceived Value
- Quality Product / Service
- Strong Back Office
- Socio-Economic Status
- Pricing
- Relationships

Why do companies win contracts?

But what is the number one reason?

- Past Performance
- Management Team
- Perceived Value
- Quality Product / Service
- Strong Back Office
- Socio-Economic Status
- Pricing
- Relationships

Why do companies win contracts?

- 2nd** Past Performance
- 2nd** Management Team
- ✓** **Perceived Value**
- 2nd** Quality Product / Service
- 2nd** Strong Back Office
- 2nd** Socio-Economic Status
- 2nd** Pricing
- 2nd** Relationships

**Hey Janet, nice to meet you.
What do you do?**

Don't Simply Tell Me. . .

What you sell.

That you're a small business.

or that you're Minority, Woman, or Veteran.

**It's not what you sell.
It's *not* your socio-economic status.**

***It's the Value that your
products and services provide***

But What About Sole-Sourced Contracts?

- Name **One** 8(a) Sole Source Contract...
 - Won a contract on status without strong perceived value

- ▶ ● Your Socio-Economic Status is a **“balancing differentiator”**
 - You must prove your capability
 - You must prove your expertise
 - You must prove with quantitative and qualitative metrics

▶ ***You must communicate your value***
(This is your core business objective)

What Happens When You Focus On Value?

Real World Example

- Minority and Woman-Owned Company
- Meeting with senior contracting officer

“
That’s not who we are.
That’s not the value we provide.

“
I think that’s one of the
best responses I’ve ever heard.

Value-Mapping

Company Sells Products / Commodities

● Multi-Use Lubricant and Penetrating Solution

- All-purpose lubricant solution
- Motor Pools, Weapons, Dining Facilities, Barracks
- Performs to **-10°F**
- Cleans with soap and water
- Odorless
- Non-toxic and non-flammable
- Liquid or aerosol delivery

● Past Performance

- No Government → Only Commercial
- \$350,000 in revenue last year
- 2 Customers → St. John's Mercy Medical
→ Home Depot

So What Do You Do?

“We sell lubricants”

We have **two contracts**, one with a hospital
AND we’re carried by Home Depot.

We’re a certified **woman-owned** small business and we
made **\$350,000** in sales last year.

Our products work all the way down to **-10°F** so we’re much stronger than
WD-40 in cold weather.

So what do you use for lubricants?
Who buys lubricants for your agency?

Company Sells Products / Commodities

● Multi-Use Lubricant and Penetrating Solution

- \$350,000 in sales
 - ✓ MSRP = \$9.85
 - ✓ 35,500 Units
- Customer breakdown
 - ✓ 95% St. Johns | 5% Home Depot

1

St. Johns Mercy Medical System

Medical “System”

- ✓ 17 Hospitals
- ✓ 7 States (MO, KS, IA, NE, KY, IL, OK)
- ✓ 317 Clinic and Outpatient Locations
- ✓ 6,800 Co-Workers / Employees
- ✓ 1M Patients

2

Home Depot

World Largest Home Improvement Retailer

- ✓ In 3 Brick-n-Mortar Stores...
 - Online - 2,200 Stores
- ✓ US, Canada, and Mexico

So What Do You Do?

“We provide an environmentally safe, non-toxic, and non-flammable lubricant and penetration solution that is strong enough for **military-grade applications**, but safe enough for children.

We support more than **300 medical clinics**, **17 hospitals** in **10 states** where our lubricants are used by more than **6,800** **residents** supporting more than **1M end-users**

Our lubricants are sold by Home Depot, brick-n-mortar and online, supporting **1,200 stores** in the **US, Canada, and Mexico**.

What differentiates our lubricants is the fact that we're **odorless, non-toxic, non-flammable**, and they work down to **-10°F**.

In just the last year, we've sold more than **35,000 units** both **CONUS** and **OCONUS**.

Website • Capability Statement • Proposals

Marketing Your Status

Marketing Your Status

- **Business Card**
 - Back of card
 - If you put the logo on front... smaller than your corporate logo

- **Website**
 - Goes on your Market's landing page (commercial, state, or federal)
 - Not the first thing you see when you visit your homepage


- **Marketing Collateral, Capability Statement, One-Pager**
 - Anywhere except on top
 - Put it in your corporate data section
 - Small logo, smaller than other logos on the page

Marketing Your Status

YOUR JOB IS JOB NUMBER 1

provides a strong combination of products, services, and industry expertise to our customers throughout the country. has more than a decade of industry experience serving both commercial and federal clients. Our headquarters in St. Louis, Missouri enables to easily and quickly support clients anywhere in the country. Whether your requirements are small or large, with an inventory and access to over 1,000,000 products, we focus on providing the right solutions at the right place and at the right time. has built a reputation for being flexible, responsive, and for helping our clients and partners succeed.

We are certified service disabled which allows us to be more competitive with the companies we work with in going after government business.



PRODUCT CATEGORIES

Siemens Technology Center, Electrical, Lighting, Voice and Data, Industrial and Automation, Tool, Fastening, and Safety, Voice and Data, and International Logistics

SYSTEM DESIGN and ACQUISITION SUPPORT SERVICES

Energy modeling, Feasibility Studies, Automation Planning, Independent technology evaluation, Project management, Construction Administration, Services, and Industrial Automation Services

WE PROVIDE VALUE

What separates us from our competitors?

Veterans are accustomed to managing diverse cross-functional teams and handling competing priorities and complex projects. The Team includes Veterans who learn fast, adapt quickly, and know how to set expectations and hold people accountable. applies these principles every day in our business relations.

RSM FEDERAL

(703) 677-1700

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Government Services

Federal Contractor

Unlike many consulting firms, RSM Federal is both a consulting firm and a government contractor. RSM Federal was awarded multiple sub-contracts with the Department of Defense and federal agencies since 2011, including sub-contracts with the US Army, US Air Force, the Department of Veterans Affairs and the Office of the Secretary of Defense. Of special note, RSM Federal is proud to have been identified as a DoD subject matter expert on the integration of technology, marketing and patron engagement strategies within the secure DoD framework.



RSM Federal Services

- Contract, Procurement & Acquisition Support Services
- Patron Engagement Strategies
- Business Case Analysis (BCA)
- Data Analysis
- Sponsorship / Advertising Program Development
- Program Management
- SME Augmentation

Teaming On Government Contracts

RSM Federal partners with companies to qualify, engage, and win government contracts. Depending on the opportunity, our expertise can differentiate and provide competitive advantage. We are just as excited about winning government contracts as the next company. If you would like to team with RSM Federal on government acquisitions, please contact us.

Government Past Performance







Department of Veterans Affairs







Marketing Your Status



Application Development

Software Development, Data Processing, Hosting

MISSION	MSR Government Systems Specializing in business and technology enabled custom software solutions for the Department of Defense, State and Local Governments, and the private sector. MSR Services is widely recognized as a subject matter expert in complex software design and development for applications that run on secure networks enabling peace of mind and reducing the risk of data theft.	
SERVICES	Software Development <ul style="list-style-type: none"> • Custom Software Development <ul style="list-style-type: none"> - Custom Design - Architecture - Development - Maintenance - Upgrades • Data Processing <ul style="list-style-type: none"> - Document Storage - Processing - Analysis - Security - Encryption • Hosting <ul style="list-style-type: none"> - Data Center - Servers - Configuration - Design at the client site - As a Service 	
TYPES OF CLIENTS	Past Performance: Government <ul style="list-style-type: none"> • Department of Defense • White House • Intelligence Community • General Dynamics • Department of State • State of TX, NY, FL, CA, IL, MO, VA, and IN 	Past Performance: Commercial <ul style="list-style-type: none"> • IBM • Apple • Microsoft • General Mills • Nike • ADM • Exxon Mobil • Dell • Coke
NAICS CODES	Primary <ul style="list-style-type: none"> • 511210 Software Publishers • 518210 Data Processing and Hosting • 541511 Custom Computer Programming • 541519 Computer Systems Design Services • 541618 Other Management Consulting Services 	Other <ul style="list-style-type: none"> • 811212, 541513, 541519 • 541430, 541990, 541219 • 541611, 541930, 541613
CERTIFICATIONS	Small Business, Service Disabled Veteran Owned (SDVOB)	
GSA Schedule	GS-35F-41116	
GWACS	8(a) STARS II VETS (sub to General Dynamics)	
ESTABLISHED	1986	
FACILITY CLEARANCE	Secret	
DUNS / CAGE CODE	235772205 / 5G3C3	
BEST VALUE STANDARDS	Awards <ul style="list-style-type: none"> • Fastest Growing Companies 2015 – Fortune Magazine • General Dynamics Partner of the Year • Department of the Army Supplier Award • Top 100 Government Suppliers – Forbes Magazine • Top 20 Veteran Owned Business (VA) 	Veteran Hiring Program <ul style="list-style-type: none"> • 40% of Hires are Veterans • National Veterans Conference Sponsor • VETS Conference Sponsor
 	Security, Privacy & Compliance <ul style="list-style-type: none"> • CCNA • CCSP • MCSD • 256-bit Encryption 	World Class Quality <ul style="list-style-type: none"> • MCSE • Google Apps for Business (GDS)

Robbie Doyle, President – Government Systems
31415 Veterans Parkway, St. Louis, MO 63105 • (314) 255-6000 / (800) 333-3275 • rdoyle@msrservices.com
www.MSRServices.com/government

MSR Solutions

Civil Construction

CAPABILITY STATEMENT

MSR Solutions, LLC provides commercial and government clients with A/E/C project delivery on vertical construction contracts.

For every engagement, we bring our unique combination of functional expertise to minimize or eliminate risks that cost time and money.

We interface closely with on-site representatives and our teaming partners to prevent surprises and prioritize requirements.

Since 2006, MSR has primed more than 120 vertical construction projects and has subcontracted on more than 500.

With 20+ employees and a \$30 Million bonding capacity, we have outstanding and superior ratings on every project.

DIFFERENTIATORS

- ✓ One of only 4 contractors in our region with \$30 Million bonding capacity with extensive past performance on Central Plant Chillers.
- ✓ Technical Specialists. We have in-house specialists for every division of work, from design build to civil stetwork, as well as building envelope, concrete and carpentry.
- ✓ Robust Preconstruction Services. Our preconstruction program has been upheld by our clients as a model by which they measure other contractors. On average, our clients save 4% - 6% on the total cost of the project.
- ✓ Project Expertise. More than 600 projects.

CONTACT INFORMATION

George Smith, LEED AP, PMP, AVS, MBA
Owner

(319) 334-8892
george.smith@msrsolutions.com

4450 Veterans Highway South, Cedar Rapids, IA 52324
www.msrsolutions.com

SERVICES

- ✓ Mechanical Infrastructure and Piping
Cooling Towers, Central Plants, Boilers, Chillers
- ✓ Maintenance and Support Structures
Maintenance Bays, Parking Garages
- ✓ Concrete Work, Flatwork, and Foundations
- ✓ Blasting, hammer excavation, rock, hard dig
- ✓ Underground Utilities and Structures
Lift Stations, Wet Utilities, Dry Utilities
- ✓ Earthwork
Grading, Primitive Improvements, and BLM
- ✓ Other Construction Services
Sewer, Irrigation, Storm Drain

PAST PERFORMANCE

Our proactive, objective, and disciplined work ethic has resulted in repeat business from each of the organizations listed below.










CORPORATE SNAPSHOT

- ✓ DUNS: 004518772, CAGE Code: 4G882
- ✓ Bonding: \$30 Million
- ✓ Primary NAICS: 236210 (Industrial Building Construction)
- ✓ Additional NAICS: 36220, 237110, 237310, 237990, 238110, 237120
- ✓ Third Party Certified – EDWOSB WOSB
NWOCB #EDWOSB776432



Marketing Your Status

Mary Smith
President
+1 703 677 1755
msmith@MSRelectrical.com

MSR Electrical
ELECTRIC CONTRACTORS
COMMERCIAL – MUNICIPAL – GOVERNMENT
Offices: California | Virginia | Florida
www.msrelectrical.com



2015 State WOSB Award
2014 Named fastest growing 8a in Chicago
2014 IBM customer service award
2013 Top 50 veteran owned businesses (city paper)
2013 Microsoft Gold Partner
2012 Monsanto supplier award
2011 Named top woman owned business (city paper)
2010 INC500 fastest growing veteran business
2009 Award for staying in business one year
2008 Award for **being nice to people**
2007 Award for **being nice to your cat**
2006 Award for **finding Elvis alive**
2005 Award for **finding a four leaf clover**



Mary Smith
President
+1 703 677 1755
msmith@MSRelectrical.com

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WOSB - 8a - SDVOSB
COMMERCIAL – MUNICIPAL – GOVERNMENT
Offices: California | Virginia | Florida
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Capability Statement

Unable to communicate
your value?

Might as well do this. . .

CAPABILITIES STATEMENT MSR Solutions

We are a **GREAT** company!
Government has a 3% or 5% quota for us!
You should buy from us!
You should put us on your team!

SDVOSB
eVet

SBA WOSB SBA 8(a)
Woman Owned Small Business Business Development

Your Value

IS

- A benefit
- Quantifiable / qualifiable metrics
- Percentages
- Numbers
- Metrics

IS NOT

- Past performance *without metrics*
- Client list (government or commercial)
- The products / services you sell
- The features of your solutions (maybe)
- The companies you partner with (maybe)
- *Socio-Economic Status*

How To Communicate Value In 45 Seconds

45 Second Intro and Take Control

This company is a **small business**, **woman** and **veteran** owned

What Happens?

45 Second Intro and Take Control

This company is a small business, woman and veteran owned

1

*"We are in the business of streamlining and consolidating information and data across multiple **geographically dispersed networks** to increase the **visibility, accuracy, and speed of access** across the enterprise. On average, we save our clients **30%** in operational expenses and more than a **45%** savings in data integrity and database cleansing costs.*

2

We have provided these benefits to Monsanto, Blue Cross, and the US Army Corps of Engineers.

3

Like most companies in our space, our website and marketing collateral list half a dozen products / services, but we have two core competencies that provide the most value to our customers; product or service A and B.

4

*But before I go into more detail, can I ask several questions to better help me understand your organization? **Would that be okay?"***

45 Second Intro and Take Control

This company is a small business, woman and veteran owned

1

"We are in the business of streamlining and consolidating information and data across multiple geographically dispersed networks to increase the visibility, accuracy, and speed across the enterprise. On average, we save our clients 30% in operational expenses and more than a 45% savings in data integrity and database cleansing costs."

Value

2

We have provided these benefits to Insanto, Blue Cross, and the US Army Corps of Engineers.

Proof

3

Like most companies in our space, our website and marketing collateral list half a dozen competencies that provide the most value to our customers; product or service A and B.

Make Yourself Equal then You Differentiate

4

But before I go into more detail, I have several questions to better help me understand your organization. What would be okay?"

Take Control

What Happened To The Socio-Economic Status?

This company is a small business, woman and veteran owned



- Did you hear any of this in the 45 second introduction?
 - No
- Government will buy from you because:
 - You communicate value – *not just the products / services you sell*
 - *NOT because you are small, woman, veteran, or minority owned*
- Your 'status' is a "Balancing Differentiator"
 - Without perceived value, your *status does not make you competitive*
 - It's not who you are!
 - Your meeting will be at least 30 minutes. The intro is only 45 seconds.
 - It will come out... after you've communicated your value

Large Businesses

“Demand Value”

Educate the SB's that need help

**Let's summarize
this entire session in *5 seconds***

You are **NOT** a status.

You are a company that
provides VALUE.

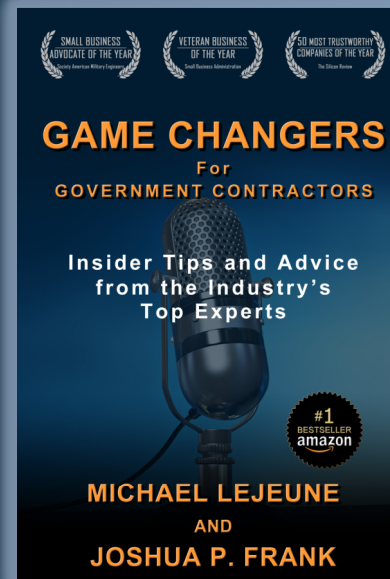
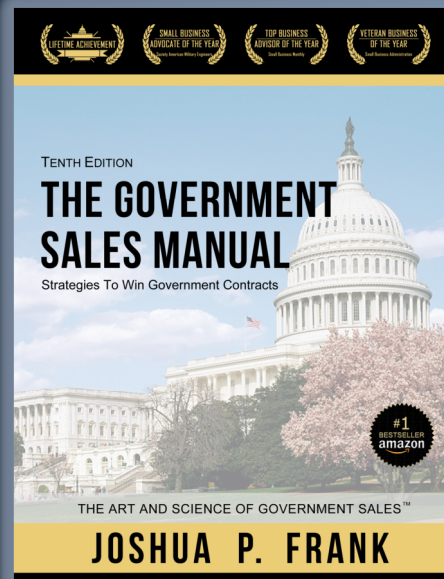
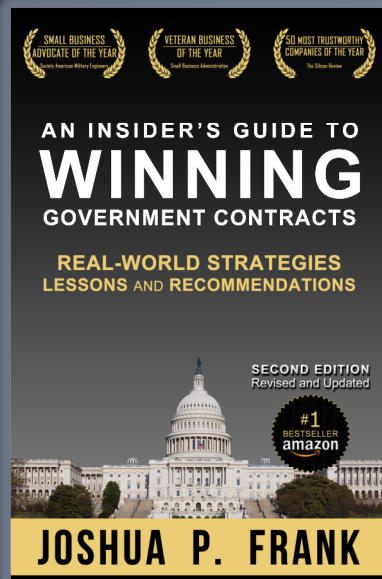
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For Government Contractors

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www.rsmfederal.com/gamechangers

The difference between a job and an occu

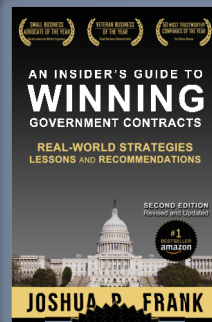


Paperback and kindle

Joshua Frank

Managing Partner, RSM Federal

www.rsmfederal.com
contact@rsmfederal.com



1,000+ Companies
Templates. Tactics.
strategies



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FREE – 30 Days
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