



GSA FOCUS

GOVERNMENT CONTRACTING

CLIENT DESCRIPTION

Founded in 2006, GSA Focus helps small businesses compete and win federal contracts by getting them into the GSA Schedule program.

CUSTOMER REQUIREMENTS

The Founder and President of GSA Focus needed to free himself of being a salesman, so he could focus on making all other departments run efficiently. The company needed SFI to target small businesses that were established government contractors or were looking to expand into government contracting.

SALES FOCUS INC. SOLUTIONS

Sales Focus developed a sales and marketing plan to meet the goals of GSA Focus. SFI hired and managed a dedicated sales professional to perform GSA Focus's full lifecycle sales process which included marketing, lead generation, outreach, appointment setting, and deal closing.

RESULTS

Sales Focus consistently achieved the goal of 9 new contracts per month through GSA Focus's CRM and leads. Our sales agent grew within the GSA Focus Team and was able to perform demonstrations on behalf of the client.