

★ Customer Evaluations ★ Key Performance Indicators ★ E-offers ★ Vendor Accountability ★



★ Prospecting ★ Lead Generation and Conversion ★ CRM ★ Dual Business Development ★

We Work With You

To improve your B2B standing while mapping out your B2G strategy

Prepping Vendors for GSA Scheduling

Newcomers to government contracting are required to show a history of reliability in doing business within the private sector. Federal agencies must be assured that every approved vendor will deliver on the goods and services promised; that they will fulfill their obligations on a timely basis; that they have a track record for which they have been held accountable; and that they will comply with the terms of their awarded contract.

As part of the submission process, each vendor is scored by Dun and Bradstreet on key performance indicators by favored customers they themselves select. The total scores are then averaged and shown in an *Open Ratings* report. Should a rating in any category be lower than expected, the GSA will likely ask for written explanation and details of practical measures to be taken to improve the score.

Since so much depends upon a client achieving high performance scores in B2B before consideration is given, On Target Group offers services in *both* the private and public sector:

	<i>Business to Business</i>	<i>Business to Government</i>
Lead Generation		
Prospecting New Business	Playbook Best Practices	Targeting Federal Agencies
The Qualification Process	Logs, Scripts, Templates	Tracking Prime Contractors
Lead Conversion		
Customer Relationship Manager	Maintain/Increase Contacts	Build Municipal Databases
Outbound Calling	Staying in Constant Touch	Heighten Awareness, Rapport
Business Development		
Dual Marketing Plans	Determine Value Proposition	Positioning in the Federal Arena
Dual Collateral Materials	Product and Service Catalogs	1-Page Flyers (Agency Specific)
Implementing Market Campaigns	Calls, E-mails, Attachments, etc.	D.C., Convention, Phone Intros
Consulting for Marketing Plans	Strategy Conference Calls	Coaching and Advise for Staff

**Partner with On Target Group,
Your One-Stop Marketing Resource**

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