



Go-To-Market Strategy and Execution

Lohfeld Consulting Group's Go-to-Market Strategy and Execution offerings provide contractors with proven, tailored, and actionable plans, practices, and methodologies.

Successful business and successful marketing strategy and execution go hand-in-hand, and that is never truer than in the U.S. Federal Government marketplace, which spends more than \$3.6T annually—nearly one quarter of the nation's Gross Domestic Product (GDP)—on products and services procurements.

In terms of pure purchasing power, the U.S. Federal Government is the world's FORTUNE #1 business.

Thousands of companies of all sizes and product/service lines are registered providers to the Federal Government. Most, however, are not successful in building, growing, and sustaining their B-to-G business in this unique and cyclical market that features everything from congressional budget fights to sequestration to election freezes to shutdowns.

Our Go-to-Market Strategy and Execution offerings provide Federal Government contractors with proven, tailored, and actionable plans, practices, and methodologies in the areas of:

- Government market analysis
- Target market identification
- Pipeline development
- Brand, image, and promotion
- Thought leadership
- Industry influencers
- Marketing campaigns
- Business development campaigns
- Sales support

Undertaking the research necessary to identify, investigate, and assess potential opportunities requires an in-depth understanding of the federal market landscape, contracting, acquisition strategy, and procurement process.

Selecting those opportunities early in the capture cycle that are most appropriate can significantly improve a company's win rate, reduce the cost of individual new business pursuits, and increase the amount of new business revenue that can be generated from

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a given investment in new business spending. Resources used are typically a combination of primary research and secondary material (such as government and trade publications, surveys, reports, policy documents, budgets, Exhibit 53s and 300s, strategic plans, legislation, FPDS, and market research databases).

Strategic and tactical deliverables include, but are not limited to:

- Current-state business mission and objectives
- Situational analysis/SWOTs (strengths/weaknesses/opportunities/threats)
- Target market (industry/segment), knowledge, and dynamics
- Competitive environment
- Solution offering (products/services)
- Positioning, pricing, and branding
- Business development opportunity road maps and call plans
- Launch strategies
- Launch budget
- Launch goals and metrics
- Launch implementation, execution, management, and measurement

Our opportunity roadmaps are timetables that array how the top opportunities are emerging. They help determine which opportunities can be practically addressed and are feasible given their scope, incumbent teams (if any), and anticipated RFP release dates. Our call plans identify individuals in both the public and private sectors who could be contacted for useful knowledge of clients and impending procurements.

Contact Bob Lohfeld at RLohfeld@LohfeldConsulting.com or 410.336.6264 for more information and to discuss your market strategy and pipeline development requirements.