

Government Contracts



Government Contracts: Aid to Long Term Growth and Stability

Working with the Government on contracts helps provide an organization with long term growth and stability. However while the government sector is extremely rewarding, it is along one of the most complicated sectors, one that requires lot of patience and discipline. The key to working well in this sector is having a systematic and structured approach with a deep understanding of regulations.

Irrespective of which government market you are working – whether the federal, state or even the local governments, you need to have a thorough knowledge of rules and regulations, and understand the way this market operates. This sector requires a stern investment in resources and time, for most government contracts take months to produce a return. However if you manage the initial period well then such contracts and relationships will prove to be very fruitful for your organization.





Why PSD Global

Since procuring and working on government contracts requires a lot of expertise in the area of regulation, you need to work with experts to help you win as well as complete such contracts. PSD Global is a great place to begin and end your search for the right consulting partner in such ventures. For Organizations aiming to enter the government sector, PSD Global provides excellent low cost solutions that yield promising returns. Our team of consultants has extensive experience of working closely with large as well as small or medium organizations over a wide range of government sectors like manufacturing, service, distribution and specialty.

PSD Global provides a complete range of consulting services designed to meet the requirements of government contracts while taking into consideration your organizations financial status and needs.

Our team has long-established and strong relationships with decision makers in key government areas and will help your company identify the most attractive procurement targets and foster strong bonds with government agencies as well as other government contractors. Our consultants will also help design and develop business proposals, advice on marketing strategies and share best practices.

Working with the EU Government Markets

PSD Global provides EU Government market entry services for companies across different areas like communications, information, and technology sectors. We manage provision of all the essential services required for acquiring government contracts across EU nations. Our Services include legal and regulatory support, admin and logistic support, business development, and outsourcing and more.

Our Model: Business Development in the US Government Sector

Evaluating the Market

The first question you should ask is – should you be in the business of selling to the government? Before you can answer yes, you need to have a competitive product or service, which is well established in the market. So where do you start? To answer this question you need to know which government agencies are likely to buy your products or services. Would it be better to deal with state or the federal government? What type of contract vehicle should you be using? What are the sales channels and what the most appropriate partners for these channels?

To answer these questions you need to carry out a thorough market evaluation or else you will not be in a position to optimally direct your investments.

Our Experts at PSD Global know how to analyze the market and will save you the time and effort of digging out the extensive information to answer the above questions. We have the means to validate our findings and recommendations by the help of our extensive relationships within the government agencies.

Optimizing the Business Plan and Sales Strategy

Selling to the government is very different from selling in the commercial sector; hence it requires a different approach. Government procurement is defined by an extensive set of rules and regulations, different dynamics, and typically longer sales cycles.

One of the first things to consider is how to obtain a government contract vehicle, like the GSA contract. Such contracts facilitate business with government agencies in a big way and if you want to do business in this sector then either you need to obtain such a contract or partner with someone who already has a GSA contract.

Channel strategy is another key aspect as it is in most sectors. However the difference in the government sector is that small businesses receive favored treatment from government agencies to promote specific sectors. Time partnering with such companies is a great way to promote your business in the government sector.



At PSD Global, we will help you evaluate the most optimal route to take, introduce you to perfect fit partners, and advise you at each stage of the sales strategy.

Given the longer timescales in this sector, proper planning is required. We have teams of experts who will assist you in defining business objectives in the government sector according to your budget and resources. Post this we will develop an action plan which will entail timelines for key milestones. We will plan for cost incurred in different activities like business development, acquiring contracts or contract vehicles, proposal development, channel strategy, compliance and regulatory obligations.

Business Development and Outsourcing

PSD Global will help you break into the government contracts market. The opportunities can be in the form of direct sales or indirect sale channels like becoming distributors, resellers who provide small value addition, Integrators or OEM vendors. We can also identify opportunities for your company in existing contract vehicles to place products or service and even help assimilate teams in cases of large contract with multi-product or service requirements.

Helping you acquire the Coveted GSA contract

A GSA or any other government-wide acquisition contract gives you a head start and a significant advantage over others in order to do business with the government. For sales over \$25000 having a GSA contracts makes the sale process straight forward and obviates the requirement of detailed proposal development, a sometimes month-long process that you can potentially wrap up in a few weeks.

At PSD Global we have a team of experts who help clients like you to deals with the various aspects of acquiring a GSA contract. We have a well-defined 3-stage process for GSA contract acquisition and management explained below

Preparing a GSA Offer

This is a very tedious task and we have experts who will help you select the most appropriate schedule from the GSA website and prepare a comprehensive offer and help you submit the same to the GSA



Negotiating with the GSA

Negotiations with the GSA regarding the contract are a very critical part of the contract acquisition process. You need to be sure of the various terms and conditions, the price agreed etc.

Our experience team has successfully negotiated many contracts and will be there to guide you at every stage, facilitating the entire process



GSA Contract Management, Compliance and Administrative Support

Once the contract has been awarded, we will assist in manage the same. Provide compliance and on-going administrative support.

Proposal Consulting

One thing you need to keep in mind is that a GSA contract by itself is not a guarantee for any business. It is simple a framework that provides a quick and efficient mechanism for closing business deals with the government. So even if you have signed a GSA contract you need to aggressively market your products and services to the relevant government agencies to procure sales orders.

Here comes the requirement of proposals. Since they again are time-consuming and of very specific and technical nature you need a specialist to guide you. It is a very cost and time effective way of getting excellent proposals.

At PSD Global, we provide proposal development and management service for all governments sectors. WE have an experienced team that specializes in creating winning proposals and follows a time-tested 4-stage process for developing winnable proposals. The Staged proposal consulting services are

Depicted in the chart below

Pre-proposal strategy

Includes identification and analysis of various market opportunities, competitor analysis, and analysis of different solicitations like - RFIs, RFPs, and RFQs among others. Teaming opportunity considerations etc.



Proposal Management

Includes business plan development, planning and allocation of resources. Managing all aspects of the proposal development process.

Reviews to monitor the progress at each stage



Post Proposal Support

This includes development of detailed transition plans and other document. Updates on Clients and procurement as required.



Proposal Management

For clients which new to this sector we provide staff training. We have different training courses which can be customized to suit your requirements

The EU Model (Proposal Consulting and Execution)

We at PSD Global offer a structured approach to market entry in the EU government makers. WE follow a similar approach as detailed above wherein we bring regulatory and consulting expertise to help you acquire government contracts in these markets along with support on creating essential liaisons or partnerships to deliver large complex contracts.

We have an experienced team with most members having management experience in Fortune 500 companies. We also have local executive who have well-established networks within the government agencies across the major countries in EU. We also have associates who help us developing business relationships with governments in the EU countries.

We also provide infrastructure and logistic support. If you are planning to set base in the EU nations and require interim office space then you can either use ours offices or we will find a suitable office and manage day to say operations for you. This will not only reduce you initial capital expenditure but also accelerate your entry in such markets by lowering market entry barriers and risk.

We are waiting for you to help you grow your business

At PSD Global, we are committed to delivering everything that we have promised in the document so far. We have a great and experienced team, which has the ability to customize our advisory services to suit your priorities. We have the capability to manage single-issue contract as well as large contract which involve conglomerates. And more importantly we serve you with a smile and a shared resolve to make your company's future better.