

The Business to Government (B2G) Management Tool

I. Basic Planning

- A. **The company has clearly defined its government business objectives.** Yes No
1. The objectives are scheduled and performed on time. Yes No
 2. The objectives are modified when necessary. Yes No
 3. The company is carrying out the objectives. Yes No
- B. **The company has a written B2G sales plan.** Yes No
4. The government market niche has been identified. Yes No
 5. Key agencies have been determined, targeted and contacted. Yes No
 6. Offerings have been re-packaged as contracting solutions. Yes No
 7. B2G sales are increasing at the anticipated rate. Yes No
- C. **The company had a B2G budget and a pricing policy.** Yes No
8. The B2G Budget is used as a flexible guide. Yes No
 9. The B2G Budget and ROI are determined separately from B2B. Yes No
 10. Management approves all company budgeting. Yes No
 11. The budget is realistic. Yes No
 12. Products/services are competitively priced in the federal market. Yes No
 13. Volume discounts are offered on par with most favored clients. Yes No
 14. Prices are adjusted when warranted. Yes No

II. Outreach & Marketing

- D. **The company has a B2G outreach and marketing plan.** Yes No
15. Uses effective outreach campaigns. Yes No
 16. Uses effective marketing to convey unique company capabilities. Yes No
 17. Schedules appropriate marketing to match the federal calendar. Yes No
 18. Schedules face-to-face introductions to strengthen awareness. Yes No
 19. Has a B2G budget for electronic media and collateral production. Yes No

III. B2G Agency Relationships

- E. **Government Agencies know the company and its capabilities.** Yes No
20. The market is clearly defined. Yes No
 21. The company complies with government procurement procedures. Yes No
 22. The company addresses agency specifications and requirements. Yes No
 23. Management is cognizant of its pricing and that of its competitors. Yes No
 24. Sales teams regularly make effective presentations. Yes No
 25. Physical location is appropriate for intended contracting. Yes No
 26. Agency concerns are listened to carefully. Yes No
 27. Agencies are provided with quick, reliable service. Yes No

IV. Team Members

- F. **Employees have clearly defined job descriptions in the B2G campaign.** Yes No
28. A company executive has been assigned to meet objectives. Yes No
29. A company team has been formed to meet objectives. Yes No
30. Supervisors have authority commensurate with responsibility. Yes No
31. Employees volunteer critical information to their supervisors. Yes No
32. Work load is distributed according to both skills and availability. Yes No
33. Each employee has only one supervisor. Yes No
34. Employees have responsibilities and functions on the B2G team. Yes No
35. Employees are using their skills on the job. Yes No
36. Employees are adequately trained to perform their B2G job. Yes No
37. Employees regularly meet defined expectations. Yes No
38. Employees do not require constant retraining to meet B2G goals. Yes No
39. Employees receive feedback on performance. Yes No
40. Employees are rewarded for good performance. Yes No

V. Service Infrastructure & Facilitation

- G. **The company has an infrastructure in place for government business.** Yes No
- This includes:
41. Vendor application procedures. Yes No
42. GSA schedules and certifications. Yes No
43. Monitoring of government procurement opportunities. Yes No
44. Marketing plans and strategies focused on government agencies. Yes No
45. PR for government and community relations. Yes No
46. Strategic alliances with federal decision-makers. Yes No
47. Writing/responding to government requests for proposals (RFP) Yes No
48. Direct mail campaigns, e-mail campaigns, phone campaigns, etc. Yes No
49. SWOT Analysis of the company's competition. Yes No
50. Registration with Federal, State and Local Agencies Yes No

Use this management tool as a starting point for identifying the strengths and weaknesses of your current B2G sales approach.

If you responded "No" to any of the key sub-topic questions: A, B, C, D, E, F or G, these are basic areas for immediate improvement.

If you responded "No" to any of #1-50, review the entire sub-topic (A through G). If you find more "No" than "Yes" boxes checked, make some notes for us in the attached chart. We will contact you for an introductory consultation, free of charge.

Kindly send this document back to us by **fax** or by **email** attachment to info@ontargetgroup.com

Comments & Questions

Use the space below to detail the issues specific to the topic.

Contact	Phone
Company Name	Email

I. Basic Planning

II. Outreach & Marketing

III. B2G Agency Relationships

IV. Team Members

V. Service Infrastructure & Facilitation

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