



# Government Sales Specialists

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## GSS Federal Information Sheet

### Fast Facts

- ▶ Founded in 2003
- ▶ Federal-Focused Strategic Consulting, Sales, and Business Development – Professional sales organization, designed to augment your existing sales force
- ▶ Methodical, well-practiced engagement from selection of clients, through on-boarding, identifying and qualifying pipeline opportunities, to supporting through close
- ▶ Trusted advisors to the Government

### Where we fit in the Federal Sales Ecosystem

We call the Carahsoft's of the world "fulfillment shops". Resellers/distributors maintain contract vehicles that the government buys from with the confidence that the product company is a registered government vendor, and that the procuring agency is getting the best pricing available. Contract vehicles are GSA Schedules, NASA SEWP and HHS NIH CIO-CS, SP3, etc. They catalog your products and services as CLINS within the contract vehicles. Resellers also manage and maintain the contract vehicles, so vendors do not have to have manage their own vehicles or retain a federal contracts manager. They also create a level of protection from the 1000s of pages in the Federal Acquisition Regulations (FAR). Oracle and Microsoft used to hold their own contract vehicles until they were fined over \$100M+ each for pricing violations where commercial account reps discounted below government "best nation" pricing.

In short, they maintain the paperwork to avoid breaking the acquisition regulations. Some like Carahsoft operate on an agreed percentage or points on the deal. Others will charge \$1,000/mo. just to "hold" your schedule. At one time, Immix Group had over 300 clients on their Schedules yet only 35 were actively selling to the government that year. Not a bad monthly A/R for keeping a CLIN open!

So, pricing, say your commercial list price is \$1 per unit. Government rate is \$0.80. The agency that owns the contract vehicle get a fee for managing the government side (e.g., GSA charges 4%, NASA and NIH less) or \$0.03 and the reseller charges its fee (let's say 10%) \$0.08 on top. The government agency ends up paying \$0.91 per unit. I like Craig at Carahsoft (\$7.0B this year) and a few boutique resellers. They are not our competition and serve as a necessary conduit between government customers and vendors.

**GSS Federal is not a reseller and we do not hold contract vehicles. We are not registered as a vendor in [www.SAM.gov](http://www.SAM.gov). We employ strictly a sales first model, providing sales support, business development, and advisory services for our clients, working with an existing sales force as a force multiplier and a sales cycle accelerator. Research and government meetings identify opportunities and validate budgets. We are proud to serve as trusted advisors bringing successful commercial solutions for government use (COTS, not GOTS!) which helps with access and scheduling meetings. Our agency experienced sales reps conduct meetings, generate leads, aid in proposal writing, get referrals for operational pilots, and help the contracting process.**

We ask the Agency "how" they would like to buy and let them point us to the preferred contract vehicle or identify an existing Prime contract where a task order can be inserted for the acquisition. And since we are not "vendors" we maintain access even after a procurement has been announced. The FAR limits



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government interaction with vendors usually moving discussions to open forums accessible to all interested offerors.

GSS Federal maintains contractual relationships with former USG C-suite officials we utilize in a as-needed basis. Our 1099s include leaders from DHS (HQ and TSA), DOJ, DoC, DoS, USAF, USN, NSA, NRO, IARPA, CIA, DIA and Education. We also work with former senior management from vendors such as Compaq, Raytheon, BAH, Raytheon and CACI.

Our 1099s identify where the bodies are hidden. Inside sales sets new and recurring meetings with appropriate federal C-level and program officers.

## Experience with Technology Customers

Our perfect client is an IT product company that offers a unique solution for solving a problem. We follow the FAR rules to foster a sole source acquisition that circumvents the lengthy formal acquisition process. We will help perform the market survey requirement and create the Justification & Authorization document for the CO.

**GSS has established a portfolio of select cybersecurity customers that target the same buyers as our clients.** This permits us to initiate immediate, Day 1, sales activities. Our security stack products address application-level issues, secure remote access optimization, threat mitigation, and data level “zero-trust” protections. We also work with one cyber services company that brings unique socio-economic status for set-aside opportunities.

In the 20 years that we have been in business, GSS Federal has won contracts from most all major USG agencies. The largest single award was from DHS for \$60M.

GSS principals have also worked with enterprise solution providers as well as product companies. Some notable engagements include Siebel Systems, AWS, IDEMIA, SAIC, VMware, Oracle, NTT Data, Booz Allen Hamilton, Verisign, and SAP NSS.

We also have extensive experience working with organizations that are developing solutions and looking for R&D funding for all TRL solutions. For example, GSS has been actively working with the CSO program since its early days and have seen a lot of success through these programs. Due to the shortened timeline, ease of submission, and regularity of new solicitations, we are able to cover a large number of these solicitations every year and have a solid Pwin with this type of program. There is no one size fits all answer, but we generally see about a 20% Pwin, and when we're aiming to submit to 10-12 of these per year per client, the chances of success are good. The typical value for these deals is around \$250,000 for a pilot program and tends to evolve into 7 figure deployments when solutions are better developed for commercial availability. We have also worked with similar programs for new, developing, and innovative programs such as the SBIR program, which we have one a Stage I and a Direct to Stage II in the past year.