



# Break Through to Rapid Government Sales Success





# Selling to Government Can Be Complex

Selling technology to the government is a demanding, intricate business. Rules, regulations, partnerships, procurement vehicles, and specialized vendor & reseller channels are just a few of the variables that must be managed to succeed.

An increasing number of successful, savvy IT companies know that to be effective, they require a specialist – an unbiased, experienced guide that can help navigate this unfamiliar territory, identify the ideal partnerships, channels, government business opportunities, and contract vehicles – and ultimately, shorten their time to maximum sales impact in the federal government space.

## Speed to Market With Summit Government Group

Get your products and services to the government market faster with the Summit Government Group. We can develop effective, coordinated channel sales and marketing plans that quickly position your company and products to sell in the competitive government marketplace.

Summit Government Group is your one-stop source for:

- Marketing and business plan strategy, development and execution
- Channel and partner management
- Contract management and bid strategy
- GSA Schedule outsourcing including agent, teaming and channel programs

***“The key is the superb, established relationships that Summit Government Group has developed here in the Washington, DC area. Combined with these seasoned pros’ exceptional market knowledge, Summit really gets the job done. We recommend them highly.”***

GERARD BIGGS  
VICE PRESIDENT OF FEDERAL SALES  
CLEARCUBE TECHNOLOGY

## A Track Record of Success

Put our proven expertise to work for you. We bring greater than \$800M in sales and more than 20 years of successful government sales experience to each client we serve. Our success stories include:

### LG Electronics

- Grew federal business from \$0 to \$6M in the first 7 months
- Grew the federal business to \$40M within 4 years
- Established a GSA reseller and system integrator channel

### Kodak Digital Imaging

- \$8M to \$18M in incremental sales growth
- Established new distribution channel in the government imaging market

### Intel PCEO

- Established first government reseller channel
- Negotiated first GSA partner schedule

### Nexar Technologies

- \$0 to \$12M in GSA Schedule sales
- Gained the top GSA computer system sold to GTSI

### Samsung Electronics

- Grew federal business from \$0 to \$20M in first 12 months
- Established a national GSA reseller network with the top tier GSA accounts
- Won several large contracts including; SSA, Army ADMC-1, Air Force IT-2, and VA PCHS

## Speed Your Way to Success - With Summit Government Group

Only the right business partner will:

- Provide knowledgeable expertise and guidance in managing the complexities of selling to government
- Deliver the ease of a one-stop source for all your marketing, partner development and procurement vehicle requirements
- Dramatically increase your speed to market and your total government sales success

Choose the partner with proven expertise, exceptional relationships with government, manufacturing and vendor channels, and the dedication and resources to successfully assist you in selling your IT products and services to the government. Choose Summit Government Group – and break through to rapid government sales success!

### WHAT'S YOUR SITUATION?

- An IT startup company
- Established in the commercial sector, seeking to break into the public sector
- Augmenting and/or outsourcing federal sales activities

*Summit Government Group Can Help!*

### COMPANY SNAPSHOT

- Located in the Washington, DC area
- 20+ years of successful government sales experience and developing new business relationships
- Core staff of seasoned federal sales and marketing professionals
- Established over 40 companies in the government market
- Has helped our clients generate more than \$800M in government business

***“From a reseller perspective, we greatly value Summit's expertise, professionalism and dedication to the success of all parties – the IT manufacturers, resellers and government agencies we serve. They are highly effective in bringing exceptional IT products and services into the government marketplace.”***

SCOT T. EDWARDS  
CHIEF MARKETING OFFICER  
GTSI CORP.



# ▶▶▶ Summit Government Group Services At-A-Glance

*“Selling to government is a complex business, and can be daunting. Summit cuts through the complexity and frustration, so companies can get these valuable products and services in front of the government decision makers who need them. That’s what it’s all about.”*

GREGG PRENDERGAST  
VICE PRESIDENT OF SALES  
SAMSUNG ELECTRONICS  
AMERICA, INC.

## SELECTED SUMMIT GOVERNMENT GROUP CLIENTS

Apple Computer  
ATI Technologies  
Canon  
ClearCube Technology  
Cyrix  
Intel  
Kodak  
LG Electronics  
Logitech  
Maxell  
Microsoft  
Nexar Technologies  
Phillips Consumer Electronics  
PNY  
Samsung Electronics  
SuperMac Technology

### Business Development

- Develop, coordinate and implement customized, effective marketing & sales plans
- Identify opportunities and key decision makers within the government agencies
- Track and identify future RFPs
- Review the Commerce Business Daily, Fed Biz Opps and other procurement boards for opportunities
- Generate leads by direct contact and interaction with the key users and decision makers
- Represent your products at the largest federal trade shows

### Channel and Partner Management

- Greatly increase your speed to market - Summit Government Group has over 20 years of experience calling on the government channels, acting as your outsourced government channel territory manager
- Pinpoint the best avenues for selling your products: GSA Schedule, prime contractor, 8(a), etc.
- Identify current contracts for tech refresh
- Monthly channel activity reports
- Channel management activities:
  - Sales training
  - Marketing plans
  - Lead management
  - Profitable sales management and “Deal Registration”

### Contract Management

- Complete contract management including GSA Schedule, IDIQ’s, Blanket Purchase Agreements, Teaming Agreements, Contract negotiations and implementation
- Advise and assist on a GSA contract strategy
- Partner GSA management
- Contract modifications, price updates and additions
- Government pricing strategy development
- Research on FARs, Trade Compliance and Section 508
- Contract strategy development and implementation (other than GSA Schedules)

### Summit Gov’t Group GSA Schedule

- Faster, less expensive and more effective than managing your own GSA Schedule
- Direct Agent program and Outsourced GSA Schedule
- We handle all the contract modifications, reporting and Industrial Funding Fees (IFF)
- Teaming Agreement Program available
- Agent program designed for small- to mid-sized resellers who do not have access to a Schedule



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