

## 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](mailto: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

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### II. Outreach & Marketing

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### III. B2G Agency Relationships

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### IV. Team Members

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### V. Service Infrastructure & Facilitation

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