

# FEDERAL SALES Q1 LAUNCH CHECKLIST

NEW  
YEAR

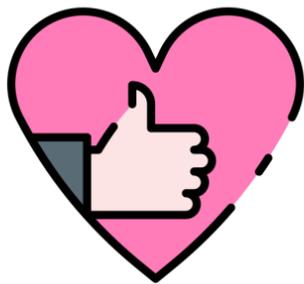
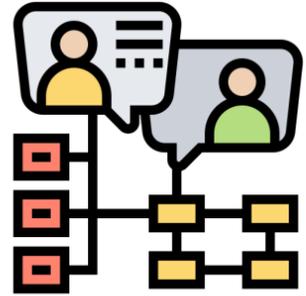


## UPDATE YOUR FORECAST

- Clean out your federal business pipeline, get rid of the long shots
- Prioritize the accounts where you've already done work well
- Sort those accounts by the strongest network of relationships
- Target new agencies whose mission is best served by what you do
- Review the published forecasts in your target agencies

## CLEAN UP YOUR CONTACTS

- Look at who you've met this year and strategize how you can get to know them better
- Discover who else you need to know in your accounts using contract data
- Prioritize by agency. Figure out how the people you know might be able to introduce you to people the data shows you need to know



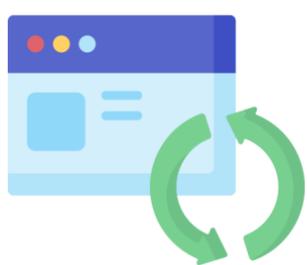
## GIVE THANKS, LITERALLY

- A thank you letter costs little, but is priceless!
- Thank those who helped you or spent time with you
- Acknowledge their savvy, and smarts, and effectiveness
- Be specific and say how and why they made a difference

A strong past performance will get you a second look, but a thank you letter will guarantee they'll never forget you.

## NEW YEAR CALLS

- Relax, reconnect, and re-friend long-time, one-time, and former government clients, include those "no thanks"
- Connect - what's on their minds as they approach the newly-started fiscal year
- Ask for leads and referrals from your best customers



## REFRESH & TUNE UP

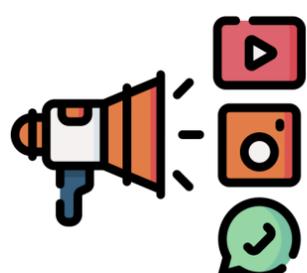
- Tune up your capability statement and collateral
- Review your core capabilities list and ensure that your product/service information is up-to-date
- Check your certifications and qualifications
- Review, Update, and Maximize Your Online Presence

## CREATE CUSTOMER STORIES

- Set up five minute "Check-in" phone calls with your top customers
- Tell them your doing research into how to better serve organizations like theirs
- Explore attribution or cited generically



Your customers' views always give you competitive insight! If you're not talking to them...your competitors are!



## MULTI-TOUCH MARKETING

- Set up an editorial calendar with a theme of the month and the content you'll publish
- Learn how to leverage and re-purpose research into webinar marketing, infographics and lead generation
- Make Effective Use of Social Media, Email Funnels, or just pick up the phone!

READY TO GET STARTED?

[Download the full complimentary Federal Sale Q1 Launch Guide](#)