

From Active Duty to Small Business Success!

Presented to:

The 2nd Annual Alamo Veterans
Small Business Conference & Expo

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FedMed Sales Consulting, LLC

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ABOUT ME!
ABOUT ME!

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About FedMed Sales Consulting, LLC



Offers full range of services to help companies grow their Federal Business:

- Strategic Federal Sales Consulting
- Federal Contract Services and Support
 - Includes GSA
- Sales & Marketing Training
- GSA Sales & Training for The 360 Company

www.fedmedsales.com

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ABOUT YOU!
ABOUT YOU!
YOU!

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SUCCESS



**Federal Business
Sales Tips!**

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Federal Business Sales Tips

- ✓ Know your “Value Statement(s)” and your competitive advantages! Develop your sales pitch
 - ✓ From your perspective and from your federal customer’s perspective
- ✓ Develop a Capabilities Statement
- ✓ Find the top 10 agencies that buy your products and services to target your marketing and sales efforts
 - ✓ Your historical sales or your direct competitor’s historical sales

www.usaspending.gov

www.fpds.gov

Sample Capabilities Statement

Howes Capabilities Statement

[Howes GSA CapStatement.pdf](#)

Manus Medical Capabilities Statement

[Manus Cap Stmt SDVOB.pdf](#)

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Federal Business Sales Tips

- ✓ Call and/or meet with the Small Business Specialists for those agencies
- ✓ Identify the individuals within those target agencies for your marketing and sales activities
- ✓ Network, market and sell: visit, email, and call as many of those agencies that you can
- ✓ Identify as many sales opportunities as possible





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Thank You!



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Services:

- GSA and Other Federal Contract Services
- GSA Sales & Marketing Training
- Federal Sales & Marketing Consulting

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