

Finding Business & Contracts: Marketing to the Federal Government

client

ServiceSource (formerly Fairfax Opportunities Unlimited) is a non-profit organization providing employee training and job opportunities for individuals with disabilities. The organization offers a wide range of services including mail center management, food services, document imaging and scanning, assembly, packaging, and data entry.

objectives

ServiceSource asked DMR to identify ways to market their services more effectively to the federal government.

Decision-makers for contracts relevant to ServiceSource were not easy to identify. The government structure varies greatly from department to department. Individual or department titles do not readily identify decision-makers.

process

DMR conducted an extensive fact-finding mission among various federal government agencies and individuals. The objective was to identify government offices and individuals in charge of outsourcing staffing needs appropriate for ServiceSource employees.



results

The results identified contact information that was useful in **generating business even before the conclusion of the DMR study**. The results also provided specific contacts and information on up-coming contracts that were appropriate for ServiceSource (including set-asides and competitive bids as well).

Additionally, DMR provided a marketing action plan identifying specific strategies and tactics that would increase awareness of ServiceSource and generate interest in its capabilities. **The marketing plan also served as a “source book” for future short and long-term government contract opportunities.**

“The research and recommendations from DMR were clearly superior to efforts of other companies we had used in the past. The recommendations were both well documented and easily supported. Consensus was easily reached on what to do next. We even had a number of directors of our Board express appreciation for the thoroughness and usefulness of DMR’s work!”

William A. Mullen, Jr.
Executive Vice President
Fairfax Opportunities Unlimited/ServiceSource

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