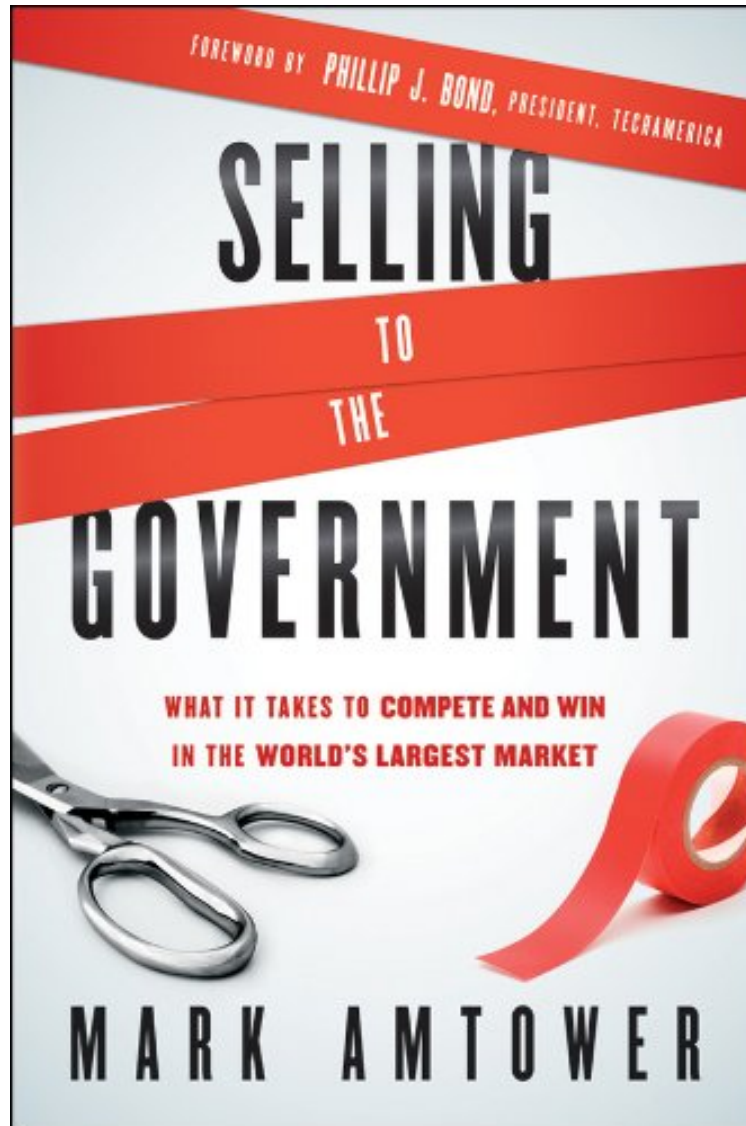


[Free pdf] Selling to the Government: What It Takes to Compete and Win in the World's Largest Market

## **Selling to the Government: What It Takes to Compete and Win in the World's Largest Market**

*Mark Amtower*

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**Mark Amtower : Selling to the Government: What It Takes to Compete and Win in the World's Largest Market** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Selling to the Government: What It Takes to Compete and Win in the World's Largest Market:

2 of 2 people found the following review helpful. ... very informational and broke the information down in an easy to digest way  
By Sara Cowley  
This book was very informational and broke the information down in an easy to digest way.  
My only issue is that I was hoping it would encourage me to move forward with pitching government contracts, when

honestly I finished the book feeling a bit discouraged. It seems to be so complicated, and it's tough for a small business without a lot of resources for hiring consultants. But a good read overall, overall, and helps one understand much of the red tape involved. 8 of 8 people found the following review helpful. Very Informative Guide to Government Sales! By Kuponon This book is one of the best books I have read about federal sales and marketing; in fact, in anticipation of its release I actually pre-ordered a copy. As a consultant and trainer with over 25 years of government logistics, contracting, and sales marketing experience, I find this book to be an accurate and informative guide to companies that are new to the federal marketplace, as well as for those that are currently selling in the federal marketplace. Each chapter is full of detailed information and steps to successful federal business development, and ends with a comprehensive checklist of things to do (each checklist is "spot-on"! ). Real life stories and experiences by the author, industry experts and successful company leaders make this a must have for any company that wants to strategically grow their federal sales business. Also the 36 page glossary of terms is a gem all by its self, as it describes commonly used government sales, contracting and marketing terms and acronyms that can overwhelm a federal business novice. I only have a few books about government sales on my bookshelf and I have two of Mark Amtower's. Deborah Peyton, President, Fedmed Sales Consulting, LLC ([...]) 0 of 0 people found the following review helpful. Good to get an idea of the "lay of the land" in Government contracting... By SENANU ASHIABOR Great book in laying out the lay of the land. For me, I think it was a bit of a 'gentle' sales pitch, but that is okay, as it provided very valuable information and enough for you to go do any further research on your own (unlike other books, that hold back information unless you call the author). 3 stars because at the end I felt like I needed to know more, instead of being prepared to roll up my sleeves and get to work. Definitely a must read before plunging into setting a business targeted at government contraction.

Learn the crucial ins and outs of the world's largest market The U.S government market represents the largest single market anywhere. Government contract tracking firm Onvia estimates that government business—federal, state, local, and education—represents better than 40 percent of the nation's GDP. While anyone can play in this market, only those with the right preparation can win. Selling to the Government offers real-world advice for successful entry into the biggest market anywhere. Get proven approaches, strategies, tactics, and tools to make your business stand out, build relationships, understand procedures, and win high-stakes contracts.   
Every year thousands of companies enter the massive U.S. Government (BtoG) marketplace, and by the end of the first year, most are gone and less than 10 percent make it to year two   
Author has advised hundreds of companies, including Apple, Dell, CDW, Northrop Grumman, General Dynamics, IT, GTSI, and many small firms, on all aspects of marketing and selling to the government From the go/no-go decision, through company infrastructure requirements, marketing, sales, business development, and more, this book offers the best advice from the most recognized authority in the market.

From the Inside Flap Tap into one of the largest and most elusive markets in the world—the U.S. government United States government business—from federal and state to local institutions—is the largest market in the world. Regardless of economic trend or national and international conditions, it's a market everyone wants to get into. But in the convoluted and complex U.S. government market, it can be tough to get an "in"—and there are few shortcuts a business can take. Over the past twenty-seven years, Mark Amtower has advised hundreds of companies, from Apple, Dell, and Northrop Grumman to smaller firms of every genre, on all aspects of marketing and selling to the government. Now Selling to the Government presents a big-picture view that outlines the many avenues businesses can take to reach out and sell to this elusive market. Amtower shows you how to find information on the niches in U.S. government business that are ready for your product or service, while helping you analyze and use the marketing, advertising, and public relations tools you already have. Then he connects you with the right resources to further develop your knowledge in this market, including: Free and low-cost research venues that help you determine the right path for your company Trade publications that give you the latest developments for your niche Government associations and Web sites that give you further information, connections, and insight into at-the-minute developments Online tools to determine the right schedule to follow in submitting your company for a bid Selling to the Government offers the lowdown on the basics every company must master to tap into government markets. With fascinating stories of companies who have successfully developed their marketing strategies, incisive statistics, and helpful advice, this is the essential primer you need to break into and maintain your customer base in this profitable area. From the Back Cover Praise for SELLING to the government "This is the perfect book to understand how to do business with the government. Mark makes what seems so obvious to federal employees understandable to those who want and need to do business in the federal market space. I would recommend those already doing business with the federal government read this book as well. Mark provides tremendous insight into the federal market." —Karen Evans Partner, National Director for the U.S. Cyber Challenge, and former administrator, E-Government and Information Technology, Executive Office of the President, Office of Management and Budget "I've witnessed Mark Amtower in action on his home turf in Washington, D.C.—he's a certified genius about marketing and selling to government.

In this book, he shares his secrets. Mark shows you that making money (lots of it) selling to the government doesn't need to be mysterious, and you'll learn exactly what you need to do to succeed." mdash;David Meerman Scott bestselling author of *The New Rules of Marketing and PR* and coauthor of *Marketing Lessons from the Grateful Dead* "Mark Amtower has been the go-to guy for marketing to the federal government for more years than I can remember. Selling to the Government distills his decades of experience in marketing to the government into a book you can buy for a few bucks. It's the bargain of the century!" mdash;Bob Bly copywriter "What Zig Ziglar is to selling, Mark Amtower is to government marketing. He is a master of his domain and can break it down and teach it like no other. Don't waste time and money trying to enter the government market blind. Let Mark Amtower's *Selling to the Government* be the guide as you traverse this unmapped but lucrative territory." mdash;Steve Ressler founder and President, GovLoop.com "If you are selling to government (or hope to), you need to read this book! Actually, don't just read it. Do as Mark suggests: highlight it, mark it up, and use it for reference. It's a keeper." mdash;Ann Handley Chief Content Officer, MarketingProfs, and coauthor of *Content Rules* About the Author Mark Amtower is the founder and owner of Amtower Company, one of the most established advisory firms in the B2G space. He is a frequent contributor to national business publications, having written over one hundred articles for *BtoB*, *Catalog Age*, *Catalog Success*, *DMA Bottom Line*, *Direct Marketing News*, *Entrepreneur*, *Federal Computer Week*, and numerous others, as well as having a monthly column at *WashingtonTechnology.com*, the online component of the most influential magazine for federal contractors. He has also been profiled in *Federal Computer Week* and *Entrepreneur* magazines. He was named to the Top 100 BtoB Marketers list by *BtoB* magazine in 2008.