

# GovMarketReach™ Public Sector Program Assessment

The GovMarketReach™ Public Sector Program Assessment is a solution offering of **ReachSolutions** that helps companies quickly assess their capabilities and performance in the public sector and identify ways to reach their potential.

## Who this is for

1. Companies who suspect their federal and/or state and local program could better perform to its potential.
2. Companies who want to ensure their government program is generating optimal return on its investment.
3. Companies who would want to scale their public sector programs to the next level.

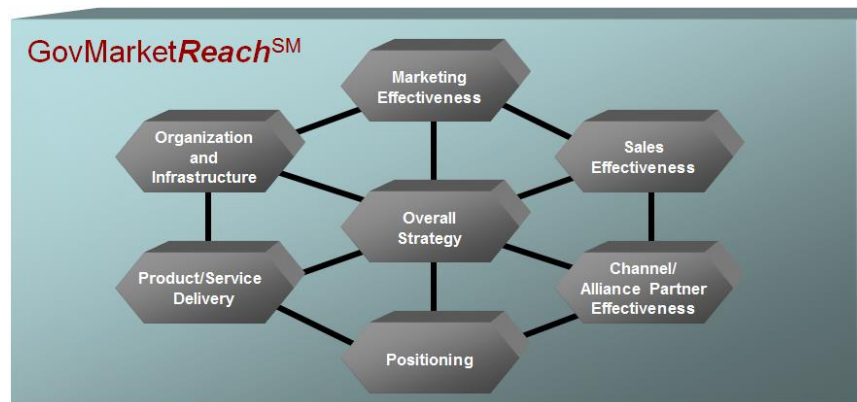
## Benefits

At the end of this engagement, clients:

- Gain a realistic understanding of performance compared to their potential in the public sector
- Determine whether they are laying the proper foundation and are positioned for success
- Recognize key constraints, issues or barriers that must be overcome to realize their potential
- Identify key areas where they can focus to improve or accelerate their success in the public sector
- Have a foundation upon which they may develop and measure the success of a Go-to-Market strategy
- Retain a maturity model of best practices to measure their progress as they grow their business

## What we do

The engagement assesses the company's overall public sector program along the following seven (7) critical dimensions:



We use our proprietary GovMarketReach™ methodology to benchmark our clients against a proven maturity model of the best practices of successful firms along each of these dimensions. This proven model is based on our knowledge of the critical factors that make the difference between success and failure in the government market, gained over fifteen years of research and experience working with companies building public sector programs. Our approach helps clients assess overall capabilities and identify critical areas to focus on in order to build a scale the business to expectations.

## Deliverable

The presentation deliverable will provide:

- A comprehensive evaluation of the overall level of public sector program effectiveness along each dimension
- Key implications and opportunities to accelerate success

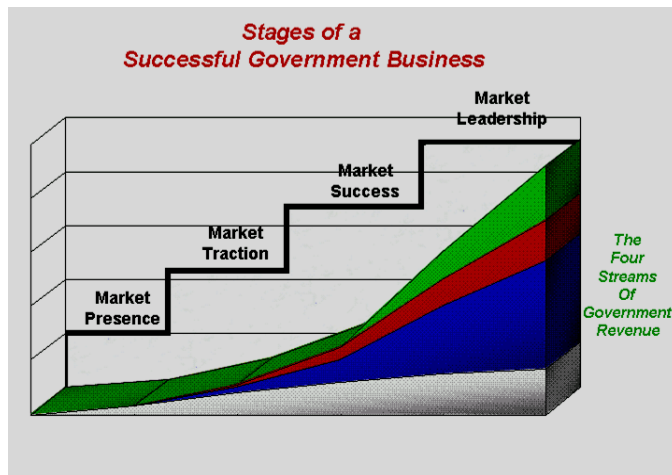
## About ReachSolutions

### Helping Clients Build High-Performing Government Businesses

**ReachSolutions** is a unique, focused management consultancy that helps companies build highly-successful, sustainable businesses in the public sector marketplace. Combining *innovative thinking* with *real-world executive experience*, we provide strategic, organizational and operational management consulting to help companies build and optimize their management, sales, partner/channel, marketing and delivery capabilities in the government market. We help companies increase revenue, improve operational and delivery effectiveness and achieve greater value in the government market. **ReachSolutions** is unique in providing proven, realistic and actionable solutions based on the expertise of *senior executives who have actually built and managed* the types of highly-successful Federal-market businesses our clients want to build.



### Helping Clients Reach the Next Level



Business is not revolutionary; it is evolutionary. Successful businesses do not just rise out of nowhere; they are built over time, with the proper blend of strategy, organizational development and operational excellence applied at each stage of their evolution.

Government businesses evolve through stages, reaching new levels of success. At each stage, these businesses face unique opportunities and challenges. At each stage, public sector businesses must learn to tap into the broader range of government revenue streams. At each new level, businesses need to refine their strategy, evolve their organization and implement new levels of operations in order to address these unique opportunities and reach the next level. **ReachSolutions** helps clients reach their next level.

#### Contact Us

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