GSM Federal Sales Solutions to help you navigate the complex federal market

GSM, specializes in supporting healthcare companies in developing and executing winning sales strategies focused on the U.S. federal market (VA, DoD, and Indian Health).

Federal market opportunity: The single largest opportunity for companies to grow their sales: The US federal market: Hospitals and clinics serving the Veterans Administration, U.S Military, and Indian Health System, make up the largest healthcare organization in the United States, detailed below:

* VA hospitals / clinics: 170 major hospitals, & over 1100 community based outpatient clinics
* Department of Defense: 120 Military Treatment Facilities (MTF’s), and over 700 clinics
* Indian Health: 45 hospitals and 617 centers, clinics, and health stations
* Combined healthcare agencies annual spend: > $230 Billion

When aware of this opportunity, companies naturally want to pursue it and capitalize on it.

Complexity of the federal market: It is challenging for even the most seasoned sales teams: The federal market has unique requirements that start with access to the facility and end with how each product is purchased, sourced, and delivered. Below are examples of why it is unique and challenging:

* Access to federal facilities requires specific credentials, sponsors, and appointments
* Gate keepers often limit access to clinicians to reduce sales calls
* There are specific unique and required product evaluation processes and committees
* There are required capital equipment committee meetings and complicated funding processes
* Federal buyers must follow mandated purchasing processes and utilize required contracts
* For each product type (consumables, disposables, instruments, and capital equipment), there are unique budget approval steps/requirements, funding approval/prioritization, and purchasing processes that must be followed. Knowing these processes is critical to sales success.

When sales teams seek federal accounts on their own, they run into unnecessary road blocks:

Need for a custom / dedicated Federal Sales Strategy developed and supported by experts:

GSM provides intense attention and focus, to develop and deliver a custom / dedicated sales strategy, complete with federal sales training, and messaging, to guide sales teams and ensure the most efficient sales paths are taken. GSM leads sales teams with the following areas of focus:

* Access: GSM gets sales teams in federal facilities and helps them navigate the complex landscape
* Awareness: Consistent communication ensures awareness of and how to purchase the products
* Acceleration: GSM helps you acquire, manage, and maximize preferred purchasing sources / tools
  + GSM will make sure you have the right contracts, to ensure buyers are able to purchase
  + Complexity can cause delays, so GSM provides communication to keep purchases on track
  + GSM has vetted qualified VOSB and SDVOSB companies, and will find the best fit for you.
* GSM’s knowledge of the budget, funding, and purchasing processes drives accurate forecasting

Provide your sales team with the best resources to succeed in the federal market – GSM!!