



govSpend

# Beyond the Bid:

Industry Insights that Win - CyberSecurity



# CyberSecurity Prospect Problems

- **Reactive** and wait for the bid to come out and it's already spec'd for competition.
- Too early in the process to truly **determine** opportunity to be added to the pipeline.
- Too late - Already **under contract**/made the purchase.
- **Budget** has been set or **funding** cut.
- Need more **discovery** to price and compete, etc.
- Not **viable or compatible** with current infrastructure.
- Lack the certification **requirements** or scope of work.
- POC **ghosts** me.

# Who wants to **BREAK** that cycle?

---

# Agenda

- **Create Value-Driven Proposals:** Develop compelling proposals that address specific agency needs and highlight clear value propositions.
- **Allow the Filters to do the Prospecting For YOU!:** Understand how to quickly action your list and build relationships.
- **Utilize Data and Analytics:** Analyze trends and spending patterns to effectively time and plan your pipeline.
- **Enhance Follow-Up Strategies:** Implement effective follow-up tactics to maintain momentum and build lasting trust.
- **Get Ahead of the RFP:** Identify early buying signals to control the conversation.

## Goals for Today

- Elevate and enhance current pipeline planning with GovSpend.
- Fuel and maintain your pipeline using data strategy.
- Save time, money, and resources and make money.
- Become 10% better in maximizing our GovSpend subscription.





# Questions?

Reach out to our support team at

[support@govspend.com](mailto:support@govspend.com)

954-420-9900

# Interested in Learning more?

[Email for a Demo!](#)

