



# From Data to Deals

Best Practices & Enhancements

# Agenda

## Common Mistakes GovSpenders Make

The biggest workflow gaps and missteps that slow down ROI and cause opportunities to get overlooked.

## Simple Things Simply: Actioning the Data

How to quickly turn alerts, insights, and leads into actionable outreach and conversations.

## Increasing Your Bid-to-Win Ratio

Practical strategies to improve timing, targeting, follow-up, and relationship-building.

## My #1 Sales Secret

How GovSpend uses its own database to sell to government agencies and vendors alike.

## Rinse & Repeat Workflows That Scale

Simple, repeatable processes that create consistency, pipeline growth, and measurable value.

## Quick Wins

Immediate takeaways your team can implement today, followed by discussion and questions.

# Common GovSpend User Mistakes



## Too Many Leads

Analysis PAnalysis, Not being selective enough



## Not Enough Leads

Too selective and limiting



## Strategic Overload

Implementing too many strategies at once  
| Spray and Pray - Agencies spend billions on spam filtering



## Reactive to Bids

( only 20% of government spending goes out for bid, once it goes out to bid you are already too late)



## Relationship Gap

Not leveraging network and relationships enough



## Accountability & Support

Team Accountability and tracking of the paid for leads being actioned | Not taking advantage of the GovSpend Support team and partnership!!! WE love being used :)

# GovSpend Partnerships & Resources



**Custom Report/Data Request** - Outline your request and send it to us, we will build it for you!



**Prospecting Parties** - fuel your pipeline for days, months, weeks in a single session.



**Iris** - Automatic RFP writing enhanced with GovSpend.



**GovSpend Integrations** - MCP, API, CRM Integration and more.



**Usage reports** - hold your team accountable and review pipeline deliverables from GovSpend.



**Webinars** - continued learning, case studies, news and emerging markets.



**DATA** - No one has our data comprehensiveness. It cannot be found on AI or interweb!



# Questions?

Reach out to our support team at

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954-420-9900

# Interested in learning more?

[Email for a Demo!](#)

