



Training Program



Federal Sales Certification Training

This course will cover the 4 topics (The Territory, The Money, The Plan, The Company) and at the end you will get a Federal Sales Certificate. Come learn how to make a federal sales plan.

Duration
2 Days

Certification
Federal Sales

Contact Us
(571) 577-7890
(703) 554-3827
www.intellectualpoint.com
info@intellectualpoint.com



Intellectual
POINT

- Comprehensive teaching and coaching on how to build and execute a Federal sales plan
- Instructor with 26 years of real-world Federal sales and management experience
- Quizzes and workshop activities for each section and module.
- At the conclusion of the training, each student will be provided our Federal Sales Certificate

How to make money selling into the Federal market?

- Have you ever closed a multi-million-dollar product sale to a Federal customer?
- Have you ever had a six-figure commission check?
- Do you know how to develop a Federal sales plan that will actually generate leads?
- Do you know how the Federal budget works and its ramifications to your forecast?
- Do you know your Federal territory's total addressable market?

If you said no to any of these questions, you should take our Federal Sales Training course. It provides you a proven methodology and framework from organic lead generation to closing large Federal opportunities.



Learning Objectives

- **The Territory:** Federal territory alignment strategies
- **The Money:** Provides a comprehensive understanding of customer requirements and money into your bank account.
- **The Plan:** Empowers you to systematically and methodically build a Federal business/territory plan.
- **The Company:** How to quickly and effectively execute your new Federal business/territory plan.

www.intellectualpoint.com/federal-sales



Course Schedule



SESSION 1:

- **The Territory**
- Intro to the Federal Gov't
- Breakdown of the Federal Market
- Federal Capital Planning
- Federal Speak
- Federal Acquisition Regulations
- Federal Product Certifications
- Bringing it Together

SESSION 2:

- **The Money**
- Federal Budget Cycle
- Color of Money
- Federal Buying Cycle
- Alignment of Money
- Tactical Vs. Strategic Money
- Behind the Curtain: Contracting Shop

SESSION 3:

- **The Plan**
- State of the Federal Plan
- Total Addressable Market
- Marketing Plan
- Reseller Plan
- Channel Plan
- Plan your Alignment to Close

SESSION 4:

- **The Company**
- Federal Business Essentials
- Generating Leads
- Qualifying Leads
- Closing your Opportunities

Sign Up Today!



COURSE FEATURES

- Live, Instructor-led training in modern classrooms
- Thorough review of the Federal Market by industry experts
- Hands-on labs with computer hardware and software
- 100% latest material & and realistic practice questions
- Confidence building hands-on training
- Classroom located in Reston, VA convenient access to Silver Line Metro
- Study material, notes, videos and practice questions included in course price

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Sterling, VA 20165

Be Social With Us!



A Study Guide



A Class Completion Certificate



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- Quizzes and workshop activities for each section and module.
- Comprehensive teaching and coaching on how to build and execute a Federal sales plan



State Council of Higher Education for Virginia



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