



ESSENTIALS FOR FEDERAL SALES SUCCESS

The 5 People You NEED to Meet
Judy Bradt, CEO, Summit Insight

Start Opening the Door to Success in the Federal Market

There are 5 Players that you need to know!



SMALL BUSINESS SPECIALIST

Each agency has an Office of Small and Disadvantaged Business Utilization (OSDBU) staffed by Small Business Specialists in locations across the country.



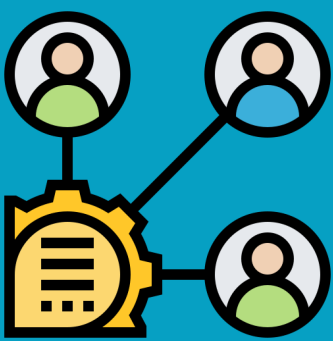
CONTRACTING OFFICER

The Contracting Officer (CO , or in the military, KO) manages the competition and contracting process.



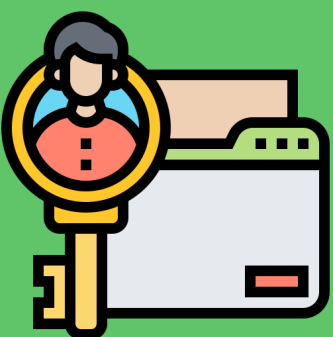
END USER

This layer includes the individual warriors in the battlespace all the way up to Program and Project Managers who most directly use the goods or services provided



STAKEHOLDER

They are the base commanders and regional directors, or the property manager, who cares about the mission.



PRIME CONTRACTOR

A Prime Contractor is a business owner who's a government contractor and has (or wants to have) a relationship with all the players at every layer.

**Download the GovCon Persona Guide
Players At All The Layers
Meet them NOW**