

The business of business development in leaner times

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As talking heads debate how the sequester will affect the economy, companies around the beltway are working to determine how it might damage their bottom line. Will they be directly affected? Will the “trickle down” eventually bite them? It’s very likely that many cannot afford the risk or choose not to take it, so they are looking to cushion any potential blow.

When budgets are tight it is easy to consider Business Development as overhead that should be eliminated; but just like the “trickle down” will eventually bite you, so will reduction of your Business Development resources. Though it may help with short term revenue projections, long-term growth and stability cannot be sacrificed for instant gratification. A thorough understanding of the market, especially when agencies are working tirelessly to rebalance their smaller budgets, is critical in order to get ahead of opportunities and align your internal resources.

Understanding how agencies and their budgets will be affected by the cost cutting and how they plan to absorb these cuts will not only put you ahead of the curve in terms of preparing for upcoming opportunities, but it will also inform you about what has been moved to the backburner. Resources saved are resources earned. For example, as it stands currently, the Navy’s operations and maintenance accounts will be reduced by more than \$4B, its IT expenditures will be cut by 25% and at least a half dozen “new start” multi-year procurement projects will be deferred. Anticipating and knowing about these delays will prevent you from wasting business development valuable resources where they are not needed.

GovWin Consulting specializes in understanding each agency’s priorities and can work with your company to help uncover where that department or agency plans to shift its focus and funding. With less budget to go around it is critical to develop an action plan in order to best position your company’s products or solutions. Communicating the values and messages that resonate with your intended audience and understanding their current financial hardships, can be the difference in winning new business. Our team delivers in-depth strategic targeting department and agency solutions tailored to your company’s business priorities and sales goals. For more information concerning GovWin Consulting’s capabilities please visit [our website](#).