

The Most Valuable Training We've Ever Received For Government Sales

We Learned More in TWO Days with RSM Federal
than years with other well-respected and well-known experts

"We are a multi-million dollar business which wants to continue to grow in government sales and private sector sales. Originally, we reached out to RSM Federal without a complete understanding of their total solution. WOW – we should have done this . . . ten years ago! RSM Federal provided foundational information, subject matter expertise, candid discussion and feedback, strategies, templates and actionable work to move our company to the next level. If you've not reached out to RSM Federal, do it now! RSM's expertise includes a fundamental program all businesses desiring to do business with the government (and the private sector) should take their leadership team through *at least once a year*.

A better term would be "Total Solution!" RSM Federal's Total Solution included a two-day strategic session for my leadership team and access to the Federal Access (FA) program. There are so many workshops given by many of the industry's top experts to assist business owners in taking their business to the next level and I've attended many over the years. And in all cases found a couple of actionable items which could help the business grow. And over the years, like many other companies, I've also had several business development consulting firms working with us to assist in taking our business to the next level. What I've discovered is that an investment with RSM Federal is: 1/3rd the cost and the ROI "∞ and beyond!"

Whoa! After the 1st day, we immediately began to make adjustments to the way we conduct business. The actionable steps we could take ... immediately ... is what most impressed me as a leader of a growing company and why I'm suggesting you not wait to go through this program. The immediate value we received, specifically tailored for our company, was actionable, jaw dropping and inspiring!

No, not all consultants, advisors or business coaches are the same! We learned more in two days with RSM Federal than years with other well-respected and well-known experts. RSM Federal's approach and strategies are a true paradigm-shift. They are not like the other consulting firms which most business owners engage. Not only did we receive the most valuable training we've ever received for government sales (in two days!), but we were also given access to hundreds of business templates and resources (via the FA Program) which will allow us to successfully execute what we learned. Joshua and his team at RSM Federal are the real deal. If you want to win more government contracts, RSM Federal is the best I've ever seen."

Stephanie A. Parson, Ph.D.
President
Crowned Grace International

Since 2011, RSM Federal's **Federal Access Program** has helped entrepreneurs and small business owners win **\$1.6 billion** in government contracts.

Our ongoing mission is to help small and mid-tier companies accelerate their understanding of the government market and learn how to position for and successfully win government contracts – **with exceptional results.**





By The Numbers

\$1.6 Billion in Contracts
1,000 Contracts Awarded
436% Average Member ROI
95% Member Success Rate
73% Faster Market Entry

Awards



As Seen On

STL BUSINESS JOURNAL



IN CHICAGO
BUSINESS JOURNAL

What is Federal Access?

Federal Access is an award winning and nationally recognized business acceleration program designed to help companies truly understand the government market. It is unlike any other program on the market. Where 99% of counselors, consultants, non-profits and like businesses focus on the same basic government educational concepts, FA focuses on step-by-step process, techniques, and strategies in order *to apply what you've learned*. The program is designed to provide a level of value that most companies are unable to find and many cannot afford. FA provides extensive and proven value at a cost that *any* company can afford.

With hundreds of resources, templates, documents, videos, and more than a 1,000 techniques, strategies, and step-by-step instructions, companies can immediately accelerate their marketing, prospecting, sales, teaming, and proposal activities – literally overnight.

Federal Access is the only program of its kind on the market. The program took more than five years to develop. Simply, FA provides every tool and resource a company needs to successfully position for and win government contracts.

- Simple. Practical. A true paradigm shift in education and training
- A no-B.S. roadmap with every tool, resource, technique, and strategy companies need to accelerate into the government market
- 200+ highly detailed templates, documents, training videos, and webinars
- 1,000+ techniques and strategies
- Step-by-Step detailed strategies for Marketing, Sales, Teaming, & Proposals
- It's like a self-paced MBA-level program that accelerates your understanding and navigation of the federal market and helps you position for and win government contracts. With exceptional results.

Award Winning. Nationally Recognized.

We have quickly become one of the most respected educational and training resources in the country. Our Members have won billions in government contracts.

- Award Winning – SBA Veteran Business of the Year
- These techniques and strategies are given as keynotes at various national conferences and events
- Federal Access techniques and strategies are used by PTACs, VBOCs, SBDCs, and hundreds of other non-profits, business coaches and management consultants

Not a Bid-Matching System

Federal Access *does not identify opportunities*. There are hundreds of systems on the market that provide these services. Our program was designed to provide a massive need. Federal Access helps companies win opportunities *AFTER an opportunity is identified*. Federal Access helps companies APPLY what they've learned for accelerated market entry.

Expert Techniques and Strategies

Federal Access helps companies understand how to navigate the federal market with exceptional results. If you search Google, you'll find thousands of resources (free and paid) and it's incredibly difficult to figure out which provide real value – and most of them do not. Most companies have already and unsuccessfully paid money for government consultants and resources that provide *little more than the same non-competitive information or they are paying for services that the government provides for free.*

Many business owners ask, "We've attended the same conferences, the same seminars, the same training events, and joined the same communities and programs. We've spoken to the same small business offices and retained the same consultants. We sell the same products and services as our competition. Why does our competition succeed and we can't make any progress? What are we missing?"

The answer should not surprise you. *Because it's not what you learn. It's how you **apply** what you've learned.* This is the **founding principal for every resource in Federal Access** and the number one reason why our Member's succeed.

New Content and Resources Added Every Month

Unlike most programs, Federal Access is not static. Our team is constantly developing and launching new content every month. Whether it's new pricing strategies, market research, step-by-step teaming techniques, how to analyze whether or not you really need a GSA Schedule or prospecting techniques, FA Members are provided with extensive value every month.

The Government Sales Manual

The foundation for Federal Access is The Government Sales Manual. Hands-down, this is one of the most popular of our program's resources. It's a digital manual, for immediate download, with over 450 pages and more than 1,000 techniques and strategies for marketing, prospecting, sales, teaming, proposal, and back-office operations.

A Strong Brand

Federal Access is known for providing highly valuable, professional, detailed, and relevant techniques, strategies, templates, and best practices that are proven to accelerate small business government sales. When we launch FA 2.0 in early 2017, our online platform, logo, and all documentation, templates, videos, and resources will be rebranded to support market awareness and to augment and support strategic alliances with federal agencies, non-profits, coalitions, and other corporations.



Learn More

Federal Access is a program of RSM Federal. If you would like to talk to us about how to accelerate your entry into the market, let us know. Whether it's simply a membership in Federal Access, a workshop for your team, or other consulting or coaching support, reach out and let's talk.

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