



## Venona Consulting, LLC

Federal Business Development  
and High Tech Sales Specialists

- **Retained sales consulting to product companies**
- **Professional practitioners with a team focus**
- **Specialists at penetrating the Intelligence Community**
- **Over twenty years experience**
- **Able to help your company grow via sales**
- **Targeting Civilian and Military Markets**
- **Results Oriented**



### Venona offers the following services:

- *Retained business development*
- *Market Penetration Planning*
- *Competitive analysis*
- *Sales and sales support into the Federal Market*
- *Partner Development and strategic alliance building*
- *Sales Team Establishment*
- *Program Sales Support*
- *Contingency sales and manufacturer's representation*



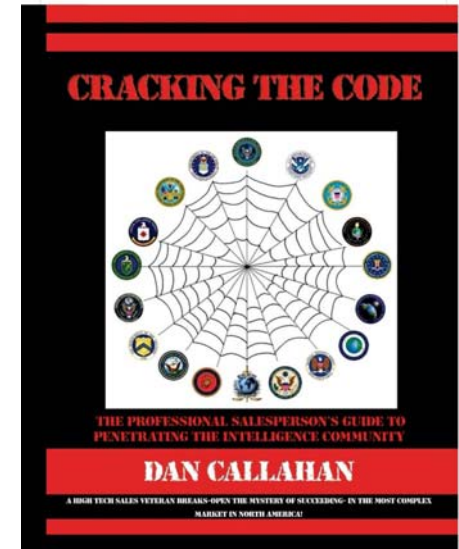
New book release through Venona Consulting, LLC and the publisher:

Cracking the Code: The Professional Salesperson's Guide to Penetrating the Intelligence Community

By Dan Callahan.

For ordering details, see

[www.venonaconsulting.com](http://www.venonaconsulting.com)



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## Penetrating the Federal market

...takes a special vision. Venona Consulting can help your firm find its way, efficiently and profitably. The Federal market and the US Intelligence Community are, collectively, the largest market in North America...and getting a piece of this action can be *very* lucrative. But breaking into this labyrinth of agencies, organizations, secrets, systems integrators and unending bureaucracy can be mind-numbing. As with other complex goals, there are many *more ways to fail than there are to succeed*.

Venona Consulting, LLC is experienced and represents over twenty years of success in penetrating complex Federal Departments and communicating value to key stake-holders. Venona is versed in product areas such as

- high performance computing, & complex networking,
- telecommunications solutions and technologies,
- enterprise software, and
- information assurance (security) and Cross Domain/Guarding technologies.

By rapidly penetrating the shell of the agencies, and targeting decision makers, Venona Consulting can efficiently convey your company's value proposition, and get the *right* kind of activity initiated. As you may have heard, it can require some patience to break into the Federal Market, and even longer for the Intelligence Community. However, once your firm is established, the rewards can be long lasting. The key is to work with someone who has been down this road before.

As a professional Federal Business Developer and consultancy, Venona Consulting offers:

- a network of connections to get the ball rolling quickly;
- the background and acumen to understand the complexities and chart a course through them;
- sources of information (not available publicly) that provide clarity; and the
- ability to penetrate the agencies that many citizens don't even know exist.

Standard Time Zones of the World

Let Venona Consulting help your firm map a course through the federal and intelligence community markets. We will begin by asking the right questions to get you started:

### Market Planning

- Which product or service should your firm offer?
- What is it that makes your offering unique?
- Is your offering priced for the Federal Market?
- Do you have the sustainment and funding to support your entrance into this market?
- What is the best way to get long-term support from a sponsor?
- What does your firm need to drive success...as soon as possible?

### Plan Execution

- Who will engage with the agency personnel and at which level?
- Which partners do you need or want?
- Which contract vehicles are needed, if any?
- When will you begin?
- Which market penetration strategy is most logical for your firm?
- Are trade shows worth the time and money? If "yes", which have the best ROI?
- How much time, under the best circumstances, is necessary?
- Where is the right place to locate the business?
- How important is a security clearance?
- Who will be calling and making sales presentations?
- Do you need special personnel?
- What are the common pitfalls? How will you begin?

### Plan Follow Through

- What is the best measure of success?
- How do you know you're succeeding?
- What are some tricks and special techniques that drive success?
- Is your firm ready for delivery?
- Who can help get you locked-in early in the procurement cycle?

*Venona Consulting, LLC will leverage its experience and contacts to assist your firm in penetrating the right portion of the federal market.*

