

Information Technology: Selling to the U.S. Federal Government

Suburban Maryland Technology Council
2092 Gaither Rd, Suite 220A
Rockville, MD 20850
Tel: (301) 258-5005 Fax: (301) 258-9148

Consulting Firms and Course Providers

CMA, Computer Marketing Associates, Inc.

CMA is a large consulting firm serving the federal IT market that specialises in **customised consulting**. CMA's services include:

- business development support through strategy development, market analysis, opportunity qualification analysis, and marketing support;
- support in developing a federal channel strategy; and
- marketing training workshops for management, sales, marketing, business development, and contracts personnel.

For more information, contact:

CMA, Computer Marketing Associates, Inc.
1900 Gallows Road, Suite 200
Vienna, VA 22182
Tel: (703) 883-0728 Fax: (703) 917-7733

Federal Sources, Inc.

Federal Sources is a large consulting firm serving both the federal and the state and local IT markets. Federal Sources specialises in **opportunity tracking and customised consulting**. Its services include:

- the *Fed-500* federal database (annual subscription costs US\$9,750 for small businesses and US\$13,000 for large businesses) that can be used to identify contracting and subcontracting opportunities, competitors and potential teaming partners for specific opportunities, and the winners of recently awarded contracts that may represent technology refresh opportunities.
- custom consulting to provide firms with competitive strategies for specific contracting opportunities, market studies for firms that are just entering the federal IT market or seeking to increase their market penetration, and management advisory services that provide firms with timely information and advice on a daily basis; and
- a two-day course that provides new firms to the federal IT market with a broad overview of the federal marketplace and strategies for developing an overall plan of attack.

For more information, contact:

Federal Sources, Inc.
8400 Westpark Drive,
McLean, VA 22102
Tel: (703) 610-8700 Fax: (703) 883-9067

George Washington University

As part of its professional development programme, George Washington University offers over 50 courses covering a wide range of topics on federal procurement. The programme is aimed at both government and industry. The average cost of the courses is about US\$800 per person; ranging between US\$375 and \$1400. The programme covers the following areas:

- the federal contracting marketplace;
- contract accounting;