



Getting you in the door  
is just the beginning.

The business that comes  
back out is the real measure.

## Driving business development from research to relationships to results.

At Accela, we're the BD execution people. We use our years of government sector experience to move you past research toward real results and revenue. We don't just plan; we hit the phones, the street, and the Internet to capture the profitable relationships that yield your best opportunities.

### A different approach to business development

Advice and strategy are valuable. But by themselves, they don't bring in business. That takes someone who is hungry to accomplish all the things that lead to awards, orders, and revenues.

In other words, working smart plus working hard equals measurable results. We balance that equation not just with expertise but with contributions to the bottom line.

If you have aggressive goals and need resources to build a profitable government business, Accela is your natural partner.

We can either supplement your internal BD people or you can outsource it all to us. We'll be accountable for your business development goals—while you stay focused on the larger challenges of running your business.

### ...that's accountable for producing results

No matter why you engage us, you'll find that Accela is very different from other BD firms. We're highly skilled at planning but we're even more oriented toward doing. We help you win more business by:

- **Supporting you through the entire business development lifecycle**
- **Supporting you with proven public sector expertise**
- **Supporting you with our entire team of principals**

Where other firms just get you started, Accela supports you across the entire BD lifecycle—from research to relationships to results.

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

# How Accela approaches business development:

## Accela supports you through the entire BD lifecycle.

We equip you to win with a practical strategy, disciplined structure, and measurable processes. Then we undertake the day-to-day effort of building your pipeline: we make calls, network contacts, work leads, identify decision makers, get appointments, build credibility, and ultimately win the trust of customers.

## Accela supports you with proven public sector expertise.

We have verifiable, year-after-year success in achieving revenue, profit, and growth objectives for public sector companies. We have decades of experience representing technology products, services, integration, and consulting in the government market.

We know the complex landscape of government contracting. We understand the unique needs of government customers and the role risk plays in their thinking. As a result, we're especially skilled in penetrating agency accounts and building relationships with high-level decision makers.

## Accela supports you with all of its principals.

At many firms, clients are siloed among partners and are often served by junior associates. Accela is structured so that all of our executives work for all of our clients, with one serving as a primary point of contact.

Each is involved in everything related to your support, from the thought process to the legwork. That maximizes the amount of senior mindshare, creativity, and effort we can direct toward achieving your goals.

## Accela services include:

- Market/services assessment
- Call plan development and execution
- Account planning
- Opportunity identification
- Opportunity qualification
- Capture management
- Competitor analysis
- Partner identification and teaming
- Proposal and win strategies
- BD process development

## For more information, please contact:

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