

# Supercharge Your GovCon CRM

On March 22, GovTribе Executive Vice President Nate Nash and GovTribе Head of Customer Success Paige Elmore discussed how businesses can leverage deep, real-time data to supercharge their CRMs. You can rewatch the webinar [here](#) or check out this quick webinar recap for a quick refresh.

## PART 1

### Know What You're Up Against

The number of federal market competitors is up 20%, while the number of companies being awarded contracts is down 11%. The competition and stakes are high, but these tips can help you understand how you can stand out in a highly competitive market.

- **Assess customer data** — Backward-looking and up-to-date spend data is really important for an effective CRM strategy. GovTribе reports give you the ability to drill into different agencies and specific subsets of the market (e.g., Department of Agriculture key players).
- **Analyze competitor data** — The GovTribе platform allows you to see a quick, high-level view of a given competitor, including their previous wins and partners, to determine how you stack up to your competition.
- **Consider teaming** — Define your key differentiators and then use reports to find who has the most market share. Once you find top agencies, look at who they've worked with in the past and when their last engagement was to see if they could be a good teaming opportunity for you.
- **Mirror likely bidders** — After determining the likely bidders for an opportunity, you can use that information to ghost their proposals and write a winning proposal of your own before an RFI is even issued.



## PART 2

### Only Go After What You Want

Matching up your capabilities to your best-fit opportunities is no small feat. By utilizing data and combining it with a powerful CRM, you can simplify your opportunity search and proposal process.

- **Create GovTribе pursuits** — Use the GovTribе pursuits feature alongside whatever tools your CRM can provide. These pursuits become a research engine for everything your team needs to know.
- **Link your CRM to GovTribе** — Once you have your pursuit, you can use a unique sticky URL to connect that pursuit to your CRM. Your team can still use the normal sales process in your CRM, but they can also use GovTribе in tandem and save research time.
- **Understand your capabilities** — With so much information at your fingertips, it can be easy to get lost in a seemingly infinite pool of data and opportunity. Ground yourself in your specialty and use data to provide color to your CRM, rather than overloading it with information.
- **Get your departments on the same page** — Business development and marketing teams should work together to go after your best-fit opportunities. Fill your CRM with detailed customer data to help your teams work in tandem to target the right accounts.







## PART 3

### Get People to Listen to You

The more focused, high-value people you can target with your marketing and sales efforts, the better your P-Win will be. Take advantage of the endless well of potential client contact information and behavioral analysis to land the perfect contract opportunities.

- **Add GovTribe's people data to your CRM** — GovTribe's people profiles compile information like titles, agencies, contact information, and mentions or sightings in contract opportunities, into one profile. This information can be easily uploaded to your CRM to give your sales team loads of information about their next prospect.
- **Use ABM Campaigns** — Instead of executing broad marketing campaigns, use people data to target your top prospects with account-based marketing. Create tailored thought leadership content and highly targeted ads to get your services in front of your ideal agencies.
- **Get ahead of the RFP** — By utilizing GovTribe's people data in your CRM and executing targeted ABM campaigns, you can start interacting with your top agencies before they even issue an RFP. That way, you'll be top-of-mind when an opportunity does become available.
- **Don't cold call, warm call** — Clever utilization of people data can lead to smarter, more productive sales calls. Using people data to get specific with your marketing will lead to prospects who are familiar with your services before you even pick up the phone.

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### There's always more to learn. Here, have some more resources on the house:

- Supercharge your CRM today with data from a [free 14-day GovTribe trial](#).
- Leverage your [GovTribe vendor profile](#) to showcase your capabilities and teaming interests to the tens of thousands of government agencies that use GovTribe every month.
- Discover five unique ways to leverage IDIQs to increase revenue with our free [IDIQ email course](#).