SEROTKIN GROUP

Expertise to Empower.
Strategy to Succeed.

Our accelerator-focused consulting services are designed to empower small government CEOs with the strategies and tools to achieve their business goals, navigate the complexities of the GovCon landscape, and grow their operations sustainably and successfully.

BUSINESS DEVELOPMENT, CAPTURE, and PROPOSAL CAPABILITIES

FEATURE:
Guided Performance Assessment & Goal Setting

BENEFIT:
Targeted, repeatable, strategic decision-making

FEATURE:
Guided Proposal & Bid Management

BENEFIT:
Increase wins with high-quality competitive bids

FEATURE:
Compliance & Regulatory Expertise

BENEFIT:
Targeted, repeatable, strategic decision-making

FEATURE:
Market Research & Analysis

BENEFIT:
Quickly respond to the best market opportunities

Business Development Support
Executive Liaison to BD Firms
Brand development
Marketing & social media strategies

Capture Support
Pursuit to Award timetable & actions
Targeted agency
Best tools, templates, & resources
Forecasting

Proposal Development
RFI & proposal development
Team development
Best tools
Writing, pricing, competitive analysis
Market analysis, customer segmentation, & competitive positioning

Resources
Industry-specific mentors, advisors, directors
Subject matter experts
Training, workshops, & educational programs

Assessment & Goal Setting
SWOT analysis
SMART goals
KPIs
Feedback, coaching, & support

SBA Set-aside Programs
Guided registration process
8(a) Business Development Program
Women-Owned Small Business (WOSB)
Service-Disabled Veteran-Owned Small Business (SDVOSB)

Scale-Up Strategies
Organizational development
Talent acquisition
Succession planning
Operation scaling, expansion, and contracts.
Mentor Protege Program & Joint Ventures

Networking and Partnerships
Government agencies
Prime contractors
Small businesses

SBA