

NAVIGATING THE FEDERAL SOFTWARE SALES MARKET

Lesson 1.2 focused on communicating with government employees. It's a critical topic, because knowing what to say (and whom to say it to) can mean the difference between developing a new prospect and getting shut out of the conversation.

WHO'S WHO AND WHAT DO THEY DO?



You'll consult myriad stakeholders on the path to closing federal deals.
Use this chart to understand their roles & responsibilities.

Stakeholder Category	Role/Title	Responsibilities
Req. Owners	End-User	Identifies needs and requirements for products/services
	Program Owner	Validates and prioritizes needs identified by end-users
Influencers	Budget/Finance	Ensures sufficient funding is allocated/available
	Chief Information Officer	Manages IT budget, sets overall IT policy, ensures compliance with laws
	Security	Monitors IT/cybersecurity issues and policy
	Acquisition Chief	Assigns acquisition team and advises on acquisition strategy
Acquisition Pros	Contracting Officer	Develops strategy, issues solicitation, and executes award
	Contracting Specialist	Supports the Contracting Officer in key activities
	Contracting Officer Representative	Oversees performance of vendor against the contract
	Program Managers	Oversees total program performance