



# SAIL TO STEAM

Full Steam Ahead.

## What We Do

### Business Strategy Services

We create customer business plans and strategies that drive revenue and enable owners to achieve their financial goals.

- Exit Strategy Planning
- Merger and Acquisition Support
- Equity Value Generation
- Market Analysis and Capability Development
- Organizational and Corporate Strategy
- Marketing and Brand Strategy

### Account Strategy Services

We enable our customers to generate success within accounts by creating brand recognition, ensuring “stickiness” of contracts, and aligning capabilities to the needs of a specific customer.

- Strategic Growth Planning
- Pipeline Development and Maintenance
- Opportunity Identification and Qualification
- Sales Lifecycle and Business Development Support
- Account and Entry Point Plan Development

### Deal Strategy Services

We focus on winning needle-moving deals by applying effective capture strategies and developing innovative solutions that address the unique needs and pain points of your customers.

- Capture Strategy and Planning
- Win Strategy and Theme Creation
- Teaming Strategy and Team Development
- Competitive Analysis
- Call Plan, Marketing, and Customer Engagement
- Hiring and Recruiting Strategy
- Strategic Pricing & Delivery Strategy Development
- Technical and Business Solution Design

### Content Strategy Services

We develop impactful and compliant content, helping to enumerate the nexus of business, account, and deal strategies already established and executed upon by the customer for direct delivery to your clients.

- RFx Writing
- White Paper, Case Study, Marketing Collateral
- Proposal Management and Coordination
- Annotated Outline Development
- Strength-Based Solution Development
- Graphic Design and Creation
- Desktop Publishing
- Past Performance Selection and Writing
- Key Personnel Resume Development and Writing
- Color Team Reviews
- Pricing and Price Volume Development
- Orals Preparation and Slide Development
- Orals Coaching
- Technical Challenge Coaching and Strategy
- Video Proposal Development

Sail to Steam, LLC. (S2S) is a premiere strategy design and implementation firm focused on leveraging innovative methods to enable growth for Government contractors.

## 5 Ways We Power Business Forward...

### We Are Flexible.

**THEY** view the sales lifecycle as a rigid set of industry-accepted milestones to be completed in waterfall fashion as a measure of progress. This is a fallacy that drives up costs and drives down business value as work needs to be redone.

**WE** leverage Agile best practices and multiple financial engagement models at the center of our delivery, giving us unparalleled ability to shift with you to ensure high quality, flexible efforts are delivered across all types of engagements.

### We Aggressively Innovate.

**THEY** use proposal libraries, business strategies, and past content as a blueprint for completing the next effort – often resulting in stale, unimpressive, and untailored support. This wholly relies on you to fill in the gaps.

**WE** use a “Hungriest Bidder” approach - saving significant time and effort, integrating your intel and expertise, and ensuring strategies are tailored to your business, account, and opportunity goals.

### We Win When You Win.

**THEY** have multiple teams supporting multiple companies on the same opportunities, accounts, vehicles, etc. They rely on individuals who are siloed to avoid conflicts and have no vested interest in you winning over anybody else.

**WE** give you the power of our full team to ensure you have the ideal strategy in place, committing to you and your business with every strategic weapon in our arsenal. We align our interests to yours, melding our teams into one, winning when you do.

### We Are Doers.

**THEY** guide, train, and coach your team – assigning work to your team prior to being able to contribute significant value and dragging the team back to the “storming” stage, when you need to be in the “performing” stage.

**WE** roll up our sleeves and perform from day 1 to do the work that needs to get done. We cut our teeth by getting stuff done and contributing, and we know how to maximize delivered value early and often.

### We Hold Ourselves Accountable.

**THEY** aggregate 1099 “consultants” from networks of “thousands” of individuals and “match” you with those individuals – entirely entrusting your success to others, essentially acting as a B&P temporary staffing firm.

**WE** do the work ourselves as a single team to support you with our full-time staff. We carefully curate our team to ensure you get personnel who specialize in strategy planning, alignment, and execution.

**“This team has been integral to our successes. From business branding to proposals, their ability to develop and execute cohesive strategies is unparalleled in today’s market.”**

Doug Duenkel  
CEO, Kairos Data Communications

#### Our Win Portfolio:

