



YOUR BUSINESS NEEDS

We'll help you:

- Grow and support your company in the defense and security sectors.
- Develop your US government client roster in order to best solidify your sales.
- Understand why your peers are succeeding in US government sales while you may not be.

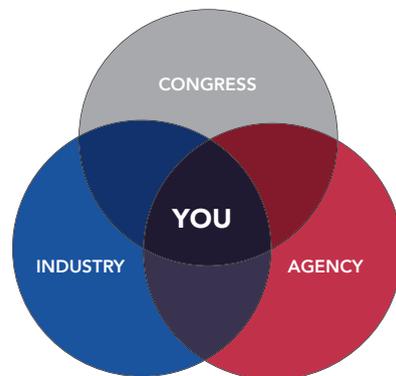
PROVIDING THE TOOLS NECESSARY TO NAVIGATE THE COMPLEX U.S. FEDERAL BUDGET PROCESS

COMMON OBSTACLES

What you're up against:

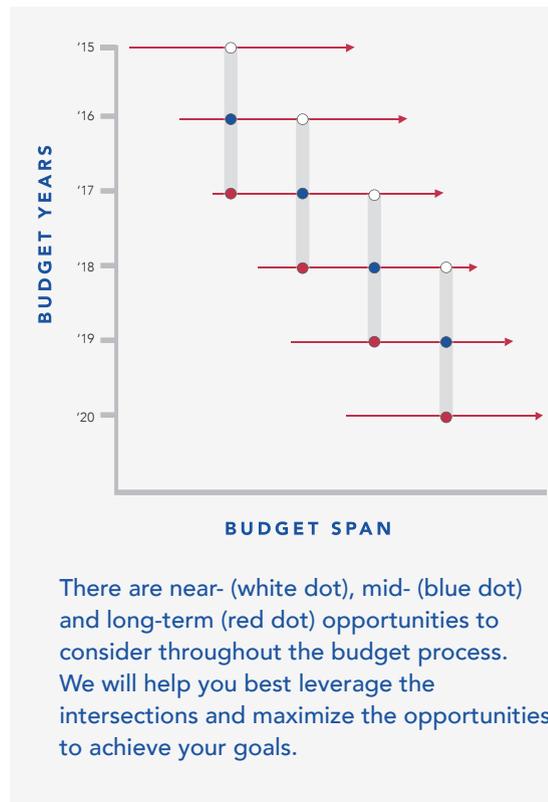
A complex budget process that cycles through many parts of the executive branch (including the President), as well as the legislative branch (Congress), before funding flows to agencies where you might compete for it.

The process is complicated, because there is no single customer, but rather a network of stakeholders with overlapping responsibilities. You need to identify where you fit in the network, and at which points you are most well-equipped to enter it.



Your success depends on your ability to dissect the stakeholder network and best connect with each one.

You must answer the question: why should they choose you?



HOW WE CAN HELP

Capitol Integration helps companies navigate the entire US government budgeting and funding process.



We help maintain and cultivate strategic relationships. Our experience in the field has allowed us to fine tune an approach that gets results through:

- **MESSAGING.** We understand the budget process and can work with you to craft a compelling story that includes key messages specific to your multiple audiences.
- **ADVOCACY.** We will identify specific targets and will advocate on your behalf to communicate why your solution exceeds the stated requirements.
- **CONNECTING.** We understand the myriad relationships, roles and responsibilities between businesses and the federal government, and can integrate the two seamlessly.
- **TEAMWORK.** The process is a conversation, and you are involved every step of the way. Together, we define objectives to provide value and integrated effort that best serves your customer needs.
- **ACCESS.** We understand what's at stake with the federal government as a client. **Your needs come first.**

WHO IS CAPITOL INTEGRATION?

We are a government relations practice that consistently helps achieve positive business objectives for its clients in the defense and security sectors.



Gene Moran

Founder and President Gene Moran leverages 30 years of federal experience, enabling him to represent businesses from small startups to multi-billion dollar enterprises.

Capitol Integration has a proven record of helping clients secure funding, defend or implement programs, and assure favorable policy outcomes.

If you'd like to see how successful your company can be with **Capitol Integration** at your side, contact us today.

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CAPITOL INTEGRATION

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