

# GOVERNMENT CONTRACTORS

## YOUR PARTNER IN GROWTH


“

WE CAME TO VERASOLVE WITH A RELATIVELY LARGE (REBRANDING) PROJECT THAT NEEDED TO BE COMPLETED IN AN ABBREVIATED TIMEFRAME. LOOKING AT THE EXCEPTIONAL WORK PRODUCT, ONE WOULD NEVER GUESS THAT THE TURNAROUND TIME WAS SO QUICK. I'M VERY HAPPY TO RECOMMEND VERASOLVE AND HOPE TO HAVE OCCASIONS TO WORK WITH THEM AGAIN IN THE FUTURE.”

—JULI E. ZEFFERT, VP OF MARKETING AND COMMUNICATIONS  
IRON BOW TECHNOLOGIES








“ VERASOLVE ASSISTED US WITH WRITING CASE STUDIES THAT HIGHLIGHT MARTEK'S DEPTH AND SCOPE OF WORK; IMPROVING AND WRITING OUR INTERNAL EMPLOYEE COMMUNICATIONS INCLUDING KEY COMPANY EMPLOYEE AWARDS, HR COMMUNICATIONS, AND GENERAL INTERNAL COMMUNICATIONS; AND ORCHESTRATING A SOCIAL MEDIA PLAN TO HELP MARTEK EXPAND ITS FOOTPRINT IN THE GOVERNMENT CONTRACTING ARENA.”

—MARK G. TORNILLO, CEO & PRESIDENT, MARTEK GLOBAL SERVICES, INC.



“ THE ARTICLES YOU HAVE PLACED IN FEDERAL TIMES, GOVERNMENT COMPUTER NEWS, WASHINGTON BUSINESS JOURNAL AND VIRGINIA BUSINESS HAVE HAD A VERY POSITIVE IMPACT ON SALES AND BRAND RECOGNITION.”

—DONALD C. BREWSTER JR.  
CHAIRMAN & CEO  
INNOVATIVE TECHNOLOGY  
APPLICATION, INC

## WE SEE THE POSSIBILITIES

In this day of tighter and tighter federal budget allocations, government contractors need an edge to grow their businesses and gain market share from competitors.

At Verasolve, we provide the solutions that increase your visibility and expand your revenue.

### QUALIFIED LEADS

Our thought leadership programs, including seminars and webinars, position your senior executives as industry experts, and place your business at the forefront of the market. We connect you with government decision makers to leverage your firm and widen your pipeline of opportunities.

### BRAND RECOGNITION

Gaining visibility in the crowded government procurement marketplace can be daunting. Verasolve targets government buyers through messages that best emphasize your qualifications. Our efforts expand your brand recognition and generate third-party validations to drive your contracting efforts forward.

### INCREASED CLOSING RATIOS

With more than 20 years of experience in the government-contracting arena, Verasolve successfully recognizes trends that influence public sector buyers. We provide special assistance during the hustle and bustle of the final fiscal quarter by assembling, writing, and editing RFP responses. Our initiatives and attention to detail give you the competitive edge to win more contract awards and increase your ROI.

## ABOUT VERASOLVE

For more than 20 years, Verasolve has partnered with government contractors to provide cost-effective solutions that generate qualified leads, enhance brand recognition, and increase closing ratios. Whether you wish to better position your firm as an industry leader, communicate more effectively with employees, or expand your presence among government agencies, Verasolve customizes a strategy to fulfill your goals. We focus on ***Building Stakeholder Value™*** through our compelling communications programs that are certain to build your business and expand your market share.

Verasolve offers a variety of comprehensive services to fulfill your unique branding, marketing, social media, and public relations needs at one-quarter to one-third of the cost of traditional solutions. Verasolve's custom solutions provide the tools that increase revenue and expand your customer base. Our team of strategists and innovators look beyond the ordinary, and we can integrate ourselves into your staff to alleviate your burdens and revenue-hindering bottlenecks. Our virtual presence in your business gives you the freedom to determine the length of your engagement. We eliminate the pressures of long-term agreements and grant you the ability to discontinue any time with just two weeks' notice. We accompany your vision with our expertise to deliver prompt, outstanding results that help take your firm to the next level.

“ VERASOLVE HAS BEEN THE DRIVING FORCE BEHIND SEVERAL MARKETING INITIATIVES THAT HAVE GENERATED POSITIVE RESULTS FOR FI CONSULTING. WE ARE SO IMPRESSED BY VERASOLVE'S COMMITMENT TO OUR COMPANY, AND VALUE THE TIME THEY HAVE DEDICATED TO FULLY UNDERSTANDING OUR BUSINESS, OUR CLIENTS, AND OUR INDUSTRY.”

—LISA BARNHART, DIRECTOR OF LEARNING & DEVELOPMENT, FI CONSULTING

“ WITH VERASOLVE'S HELP AND DIRECTION, WE HAVE BEEN ABLE TO BETTER POSITION TSMMETRY AS BOTH AN ESTABLISHED SOURCE OF HIGH-LEVEL, CLEARED IT TALENT AS WELL AS A QUALIFIED PRIME GOVERNMENT CONTRACTOR ...”

—PHILIP LOWIT, CEO, TSMMETRY, INC.





WE PARTICULARLY APPRECIATED VERASOLVE'S ASSISTANCE IN CULTIVATING FAVORABLE EXPERT REVIEWS OF APPGUARD, BLUE RIDGE'S ANTI-MALWARE SOFTWARE, WITH PCMAG.COM AND OTHERS. VERASOLVE ASSISTED WITH PRODUCING AND DISTRIBUTING A NATIONAL PRESS RELEASE IN CONNECTION WITH THE LAUNCH OF TECH FORTRESS POWERED BY APPGUARD FOR SUBSCRIBERS. VERASOLVE'S INITIATIVES, CONCURRENT WITH THE SUNSETTING OF WINDOWS XP, IN ARRANGING INTERVIEWS WITH CNBC AND CITATIONS ON CNBC.COM AND NBC.COM HELPED EXPAND AWARENESS OF OUR UNIQUE OFFERINGS."

—JOHN HIGGINBOTHAM, CEO  
BLUE RIDGE NETWORKS



VERASOLVE HAS GONE ABOVE AND BEYOND TO UNDERSTAND OUR GOALS AND DEVELOP STRATEGIC SOLUTIONS TO HELP US MEET THEM. THEIR ATTENTION TO DETAIL AND CLIENT SERVICE IS TRULY IMPRESSIVE. I WOULD BE MORE THAN HAPPY TO RECOMMEND THEM ..."

—JAKE BITTNER, CEO, QLARION

## AFFORDABLE SERVICES

Verasolve generates prospects, expands brand recognition, and increases closing ratios at a cost that is one-quarter to one-third of traditional services.

## FLEXIBLE CONTRACT AGREEMENTS

Our flexible engagements give you the freedom to utilize and discontinue our services at any time.

## FAST, EFFECTIVE RESULTS

Verasolve rapidly delivers results to validate our indispensable place in your business.

## PART OF YOUR TEAM

With a decades-long list of clients in the government contracting field, we understand that the buying season is a crucial time. Verasolve can aid your business in assembling, writing, and editing RFP responses—while continuously impacting buyers through a mixture of communication strategies. Whatever it takes, we stand behind our government contracting clients and get the job done.

[www.verasolve.com](http://www.verasolve.com)