**Small Government Contractor Case Study**

**Pivotal-Insight (Washington, DC)**

Pivotal-Insight was a start-up company struggling to grow to pass $3M in revenue. They hired ASHER to help them grow:

ASHER started by assessing all executives and BD people and project managers for their aptitude for BD. As a result, the company moved some people to better jobs for them and hired an additional BD person.

ASHER then facilitated a strategic marketing plan for the company to develop a strategy for growth. The plan consisted of a goal to grow through acquisitions and a second goal to grow organically.

Third, the ASHER team trained all customer facing people on best practices for business development.

Results: Within six months the company won a $5M new contract with the Department of Veterans Affairs. Several months later, the company acquired a small technology company. In addition, within the first year sold a total of two million dollars through and existing IDIQ contract vehicle. After one year, the revenue of the company had doubled.