

Professional Consulting

Sales Performance

Business Development

Marketing Strategy

Capture Management

Proposal Development



RASA Consulting is a lightning rod for success

Successful companies have long recognized that in good times or in bad, there is no substitute for planning and sound fundamentals in executing business development and sales processes.

In-depth market research, competitive analysis, strategic planning, identifying the competition, and integrated sales campaigns are all key elements for capturing new business.

At RASA, we provide you with the experience, the capability, the creativity, and the in-depth understanding of the marketplace required to increase your win rate and reduce your overall cost of sales.

“ When I need sound subject-matter expertise, Richard A. Slifer & Associates delivers it. They provide solid advice and a wealth of experience in the right combination to help us succeed in this very competitive marketplace. ”

— chief executive of the government sales division of a major telecommunications carrier

“ **RASA’s new structure for our large-deal business development and sales effort significantly improved our capture rate.** ”

— David R. Hughes, Managing Partner, TurningPoint Global Solutions, LLC

Our Services

RASA works directly with companies across the Federal IT market to establish realistic and achievable goals and build an integrated business development, sales and capture strategy. Whether it is market research, competitive analysis, developing call plans, or delivering presentations, we consult with our clients throughout the business development cycle from initial sales strategy to proposal submission and close.

Business Development

We can help you build a realistic and sustainable pipeline that translates into increased sales. We can help you implement proven business development processes in the Federal market or augment current in-house business development resources by identifying and qualifying opportunities and potential partners on your behalf.

Sales Performance

We utilize every resource to help our clients increase sales effectiveness, conducting sales development and performance improvement, training, and coaching. Our team is on hand to augment your staff on a wide range of tasks including sales management, recruiting, and solutions support.

Marketing Strategy

We can help you maximize your resources and improve positioning with customers, prospects and partners by identifying target markets and segmenting your market. Our team has experience in building sales generation, customer retention, and channel partner strategies and programs that work.

Capture Management

We help clients build and execute successful capture plans for even the most complex bids. From pre-RFP positioning to teaming strategy to proposal development, we are the #1 source for fulfilling your capture needs in the Federal space.

Proposal Development

From the bid/no-bid decision to proposal planning, preparation and writing, our team of experienced professionals can translate solid qualifications into new and repeat business.

“ **RASA helps us focus on the key marketing messages for our customers, and our activity levels and pipeline have increased dramatically.** ”

— Michael Fox, Sales Director, MetaSwitch



Success Starts with Experience

Company founder and principal **Richard A. Slifer** has more than 30 years of experience in building and managing successful sales, marketing, and customer service teams. During his notable career, Slifer held executive positions in sales and marketing at Northern Telecom, MCI, and SAIC, where he designed and managed forward-looking strategies that resulted in multimillion dollar wins. At MCI, for instance, he directed the capture effort and was the business manager for the highly successful FTS2001/GSA contract that generated more than \$2 billion in revenue. Slifer’s expertise is augmented by a team of six senior consulting associates with more than 125 years of combined executive leadership experience in business and government:

Anton (Toby) Reut

In addition to his business development and sales consulting skills, Toby specializes in market research and in Webinar planning and execution.

Lee Coogle

Lee is a skilled manager, negotiator, communicator, and analyst providing process improvement analysis, program management, technical writing and editing, marketing, and proposal preparation for a large client base.

James H. Guilfoyle

Focused on DOD and the Intelligence Community, Jim has 26 years of experience, with roles as Senior VP of Business Development for major systems integrators and product vendors.

Laura Giadone

Laura has more than 20 years of experience leading sales, service, marketing and technical organizations supporting business customers in the highly competitive telecommunications industry.