



From Sight to Sale: GovFunds Facilitates Market Expansion for a Law Enforcement Optics Company

A GovFunds Case Study

At a glance

GovFunds effectively revolutionized the sales strategy for a leading provider of holographic weapon sights in the law enforcement market. Despite high demand for their advanced optics, the provider faced challenges with extended sales cycles and budget constraints among end users. Through a comprehensive grant assistance program, GovFunds not only expedited the purchasing process but also empowered the sales team with essential grant application knowledge.

Key metrics

The strategic approach by GovFunds led to exceptional outcomes over three years, with the optics provider seeing an increase of over \$1,000,000 in revenue through the grant program. This impressive growth not only underscores a significant boost in sales but also the effectiveness of integrating grant strategies into traditional sales models.



\$1 MILLION

Additional sales exceeding \$1,000,000 in three years.



>40%

Reduction in the time taken to close sales.

CHALLENGES



The optics provider, a market leader in their field, was struggling with sales cycles that could last from six to twenty-four months. Their high-quality holographic sights, known for enhancing situational awareness, were well-received, but budget limitations frequently hindered potential law enforcement clients. The challenge was to streamline the existing sales structure, which included diverse elements like a Sales Director, Regional Account Managers, and a vast dealer network, to overcome these financial barriers.

SOLUTIONS



GovFunds deployed a strategic approach for the optics provider, focusing on enhancing sales efficiency. Our team compiled a targeted grant list to speed up client purchasing and trained the sales team to identify and utilize these opportunities. We streamlined the client onboarding for grant assistance and actively supported prospects in their grant applications. Additionally, we closely monitored client interactions and provided regular reports to manage the sales network effectively. This approach was continuously refined through monthly strategic meetings, leading to improved sales processes and market growth.

BENEFITS



Revenue Growth

1

Substantial increase in sales through successful grant acquisitions.

Efficient Sales Process

2

Shortened sales cycles with enhanced client engagement.

Improved Team Skillset

3

Sales team better equipped to handle grant-related client inquiries.

GOVFUNDS



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