

On July 16, 2024, Joshua Frank (RSM Federal) will present a webinar titled “Methods for Communicating Your Past Performance to Accelerate Government Sales (2024 Update).” In this educational, fast-paced, and high-energy webinar, Mr. Frank will review how most companies market their “experience” and past performance with moderate success and little to no differentiation. He will share several real-world examples where you will learn to map the value for each of your contracts and then “bridge” them to improve market position and increase your company’s perceived maturity. Whether you are an entrepreneur, small or large business, targeting the public or private sector, this webinar will open your eyes to how you can more strongly market your company and the products or services you sell.

As a client of APEX Accelerators, you can attend this webinar at no cost to you. If you are interested in this subject, check out the details below and register today!



### **Methods for Communicating Your Past Performance to Accelerate Government Sales (2024 Update)**

**Date:** July 16, 2024

**Time:** 12:00 p.m. CDT

**Instructor:** Joshua Frank (RSM Federal)

**Cost:** Free with the code (contact [ndapex@und.edu](mailto:ndapex@und.edu) to get the code)

[CLICK HERE TO LEARN MORE](#)

#### **Registration Instructions:**

***When you register, you’ll receive a confirmation email from Govology with your webinar link. If you don’t receive it, contact [support@govology.com](mailto:support@govology.com).***

1. Create an account on Govology.com if you are new to Govology.
2. Add the webinar to cart.
3. Enter your discount code in the Coupon field and click Apply.
4. Click Proceed to Checkout to complete your registration.
5. Fill out the registration form and click Place Order.

If you need assistance with registering, please contact Cadi Zerr at 701-777-6574.