

Pre-RFP Public-Sector Pipeline Readiness Checklist

Use this 15-point checklist before investing heavily in state and local government outreach. Give yourself **1 point for every box you can confidently check**. The goal is to identify whether your team has enough market fit, procurement readiness, account intelligence, outreach discipline, and internal follow-through to create a focused public-sector pipeline motion.

1. Market Fit

- ☐ We can name the government problem our product solves in one sentence.
- ☐ We know which agency types or departments are most likely to own that problem.
- ☐ We have at least one credible proof point, customer story, commercial use case, or operational outcome that translates to government.

2. Procurement Readiness

- ☐ We understand the security, insurance, legal, accessibility, data, and contracting requirements most likely to affect a government sale.
- ☐ We know whether buyers can purchase us directly, through a partner, reseller, cooperative, contract vehicle, or future solicitation.
- ☐ Our team can respond quickly when a government buyer asks for procurement, security, or vendor documentation.

3. Account Intelligence

- ☐ We have a defined target territory instead of an unranked national list.
- ☐ We can identify meaningful buying signals such as budgets, modernization initiatives, contract timing, leadership changes, or operational pressure.
- ☐ For priority accounts, we know the likely users, influencers, technical stakeholders, procurement contacts, and executive sponsors.

4. Outreach Readiness

- ☐ Our outreach can explain why we are contacting this specific agency now.
- ☐ We have messaging for multiple stakeholder roles instead of one generic pitch.

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- ☐ We are prepared to follow up consistently across email, phone, and professional networks without relying on mass-volume spam.
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5. Internal Handoff

- ☐ We have a clear definition of what counts as a qualified public-sector opportunity.
- ☐ Someone on our sales team is ready to take ownership when a qualified conversation is created.
- ☐ We have a simple way to capture account context, stakeholder history, buying signals, next steps, and follow-up responsibility.
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Your Readiness Score

Score	What it means
12-15	Strong foundation. Your biggest gains are likely to come from sharper account prioritization, buying-signal research, stakeholder mapping, and disciplined outreach.
8-11	Promising, but fix the highest-risk gaps before scaling outreach. More activity will not solve weak targeting or an unclear handoff process.
0-7	Do not scale broad outbound yet. Clarify market fit, procurement readiness, target accounts, and internal ownership first.

Want a second set of eyes on your score? If you scored 8 or higher, Civic Revenue Partners can help evaluate target agencies, buying signals, stakeholder coverage, and the strongest place to begin a focused public-sector pipeline pilot.

Book a conversation: civicrevenuepartners.com/contact.html

This checklist is for business planning and market-development purposes only. It is not legal, procurement, lobbying, or compliance advice.