

## Public Sector Business Program - Reseller Overview

The ability to sell to the government opens up a variety of opportunities for businesses, however, it is often associated with complicated contracting processes and long sales cycles. Promark's Public Sector Business Program was put in place to help resellers navigate the government selling process and expand the reach of their business. The core of Promark's Public Sector Business Program is its GSA Schedule. Promark Technology has held its GSA Federal Supply Schedule contract for over 18 years. Access to a GSA Schedule can help reduce the level of competition in government opportunities to only those contractors that also hold Schedule contracts. It also helps close opportunities more quickly since the pricing and terms and conditions have already been pre-negotiated.

Promark's Public Sector Business Program provides authorized resellers the ability to leverage its GSA Schedule to market and sell products and solutions into federal government organizations. Through the use of GSA's Cooperative Purchasing Program, authorized resellers can also sell into state and local governments who benefit from pre-vetted vendors on a variety of information technology products and services. This enables these entities to meet their mission while reducing costs and maximizing efficiency. This program allows eligible state and local governments to purchase from Cooperative Purchasing approved vendors, at any time, for any reason, using any funds available.

### Reseller Benefits of Using Promark's GSA Schedule:

#### Access To An Experience Government Sales Team

Promark has a trained sales team that is experienced with the government sales process and can assist resellers with their opportunities. The Promark Sales Team also assists resellers with registering opportunities, special pricing, quoting and processing orders.

#### Maintain Full Client Control

Resellers are able to maintain full client control when pursuing opportunities. Promark is a two-tier distributor who does not compete or sell directly against its resellers into the government market.

#### Expand Your Public Sector Business

Promark's Public Sector Business Program allows resellers to leverage existing Promark contracts to grow their federal, state and local customer base and sales opportunities.

#### Distribution Fulfillment and Logistics

Promark offers billing, payment and flexible credit programs for all sales to GSA authorized resellers. Inventory is available in directly owned warehouse locations. All government orders are able to be drop shipped directly to the customer or shipped to the GSA approved reseller.

#### Augment Existing GSA Schedule

Resellers entering into a Contractor Teaming Arrangement (CTA) with Promark, have the ability to meet government requirements by selling products from both their existing GSA Schedule and Promark's GSA Schedule.

#### Access to Government Focused Marketing Opportunities

Resellers can participate in Promark's government focused marketing campaigns and events. These marketing activities are designed to promote Promark's GSA Schedule products to end user, generate qualified leads and educate both resellers and end-users.

### Two Ways to Leverage Promark's GSA Schedule:

#### Teaming Agreement

Promark and a reseller with an existing GSA Schedule can enter into a Contractor Teaming Arrangement (CTA). The CTA provides the reseller with access to products from the teamed schedules allowing them to provide government agencies with the convenience of a single source for a wide-range of solutions. The government is able to obtain these solutions without having to negotiate or process awards with multiple contractors.

#### Agent Agreement

Promark offers resellers access to its GSA Schedule as an authorized reseller. This agreement provides the reseller the ability to market and sell authorized vendor products offered on Promark's Schedule to government entities.

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**Contact Promark's Public Sector Team  
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