

**Kelvin Francis
President**

LeadsBIXample
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Industry:

Market Research
Surveys
Lead Qualification
Call Centers
Event Support

Year Founded:
2010

SBDC Assistance:

Market Research, Capabilities
Statement, BidMatch

Additional Partners:

Southeastern PA Procurement
Technical Assistant Center

Client LeadsBIXample



“What I expected to be a heavy load materialized into manageable and familiar steps I could take. And with the offer of support and guidance from you and your team, I can now envision succeeding in this endeavor.”

-Kelvin Francis

developed and began LeadsBIXample to provide mid-market companies an intelligent enterprise solution at an affordable rate.

Kelvin wants to expand his company’s expertise to include government customers and is in the process of attaining his 8a certification. He stumbled onto SE PA PTAC by attending the 2016 Alliance Mid-Atlantic in Atlantic City, NJ, and was referred to Laurie Sterner, Government Procurement Specialist. Laurie and Kelvin worked to pull the massive federal government into more manageable pieces. Kelvin communicated, “I walked in the SBDC today an eager and driven business owner looking to venture into uncharted waters and fully expecting to leave bearing the full weight of ‘the process of doing business with the government’. Then I met you and what happened next was nothing short of amazing. What I expected to be a heavy load materialized into manageable and familiar steps I could take. And with the offer of support and guidance from you and your team, I can now envision succeeding in this endeavor. So here is what I am appreciative of:

- First, you listened and understood where I was, who I was and where I wanted to be before your first words were uttered.
- Your use of past experience to drive home your points were very effective.
- Your understanding of use of tools as they pertained to my need.
- How you connected our core competencies to a successful strategy for this process.
- Your detailed explanation of the road map we can use.
- The confidence you expressed in my ability to succeed on this path.

I am now more enthusiastic and straight ‘fired up’ of the prospects of our future and it was my privilege to have crossed your path. So I thank you for lightening up this load and I am looking forward to working with you. I know we are in good hands.”

Obviously, the task of selling to the government has many twists and turns, but with the help of PTAC, LeadsBIXample is a successful example of how to enter the government market space.