
RSM Federal

- Methodology Research and Development: 2001
- The Government Sales Manual Released: 2008
- Founded: December 2008 as RSM Capital Group
- RSM Capital Group becomes RSM Federal: 2012
- RSM Federal Launches Three Strategic Business Units for Client Services, Government Services, and National Coalition Services: 2013
- RSM Federal launches Federal Access Program: 2015
- RSM Federal wins SBA Award – Veteran Business of the Year: 2016
- RSM Federal wins SAME National Small Business Advocate of the Year: 2017
- Clients and Federal Access members achieve \$2 Billion in government contracts: 2017
- RSM Federal signs multiple strategic alliances with other companies and coalitions: 2017-2018

What We Do

RSM Federal is an award-winning advisory and coaching firm that works with small, mid-tier, and large businesses to accelerate their understanding of the government market and learn how to position for and successfully win government contracts - with exceptional results and hundreds of testimonials. We emphasize advanced techniques and strategies, tailored specifically for your company, to accelerate success and revenue. We leverage a proven combination of industry expertise providing hundreds of highly detailed step-by-step resources, with measurable strategies to deliver cost-effective and high-value results for our clients.

With hundreds of resources, templates, documents, videos, and hundreds of techniques, strategies, and step-by-step instructions, companies can immediately accelerate their marketing, prospecting, sales, teaming, and proposal activities – literally overnight. Don't take our word for it, our small business Clients and Federal Access Members have won billions of dollars in government contracts. These are the tools and resources you need to accelerate into the government market. If you have any questions about how we can help you, don't hesitate to contact us.

What Does RSM Stand For?

RSM stands for Realignment Solution Methodology (RSM). RSM is a sales, marketing, and operation's methodology based on proven techniques, processes, and strategies which aligns and synchronizes the customer, teaming partners and internal business units, most notably Sales, Marketing, Proposal, and Management. RSM techniques and strategies are performed in parallel while creating a competitive advantage within the prospect's decision cycle. RSM took shape in 2001 and has been consistently updated and improved since then. Our methodology is based on the best practices and success of more than fifty large corporations and more than three hundred small and mid-tier firms, both private and public sectors. Our methodology facilitates a paradigm shift in how consulting firms help their clients achieve success.

The Story of RSM Federal

RSM Federal was founded in 2008 by Joshua P Frank. Frustrated by a lack of competence and integrity often found with consulting firms, Joshua was inspired to develop an advisory capability and process that would help businesses sell to the federal government at a much higher success rate. To be successful, in 2001, Joshua began development of the RSM methodology with applicable processes, techniques and strategies based on his own success at previous companies. Developing an accelerated business strategy enables RSM Federal to educate its clients faster than other consulting firms with higher success rates. RSM Federal documented its small business acceleration strategy and published The Government Sales Manual. This manual became the foundation for RSM Federal which opened for business in 2008.