

RSM Federal

- Methodology Research and Development: 2001
- The Government Sales Manual Released: 2008
- Founded as RSM Capital Group: 2008
- RSM Capital Group d.b.a RSM Federal: 2012
- 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
- RSM Federal signs multiple strategic alliances with other companies and coalitions: 2017-2021
- RSM Federal launches Certified Coaching Program: 2020
- RSM Federal launches new Operating Division – Veteran Warehouse Supply: 2020

What We Do

RSM Federal is an award-winning training 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 tactics and strategies, tailored specifically for businesses 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, providing hundreds of tactics, 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. RSM Federal provides the tools and resources you need to accelerate into the government market. If you have any questions about our products, programs, or services, 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 tactics, processes, and strategies which aligns and synchronizes the customer, teaming partners, and internal business units, most notably Sales, Marketing, Proposal, and Management. RSM tactics 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 10,000 small and large corporations, both private and public sectors. Our methodology facilitates a paradigm shift in how coaching 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 a means to 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, tactics, and strategies based on his own success. Developing an accelerated business strategy enables RSM Federal to educate its clients faster than other consulting firms with higher success rates. RSM Federal first documented its small business acceleration strategy and published it via [The Government Sales Manual](#). This manual became the foundation for RSM Federal in 2008.