Challenge Question – Business Development Intern at Windward

You are the VP of Sales at Windward, a maritime data and analytics company. In short - the Windward team had developed a unique technology that changes how people understand what is happening at sea. Your CEO asks you to present your strategy for the company's new governmental line of business, which is focused on assist government agencies (e.g navies, maritime forces, intelligence organizations, fishing ministries, drug and other law enforcement agencies) in identifying suspicious ships out of a literal ocean of vessels.

Your Task:
Write a strategic plan that outlines your sales strategy for this new line of business.

Note that CAC in B2G sales is relatively high (i.e. takes several months, requires face-to-face meetings and usually being conducted with the help of a local agent or distributor), so your CEO want to know how you plan to prioritize your sales efforts.

Think outside the box! The plan should include the following elements:
-How would you recommend to segment the market?
-What criteria would you recommend looking at in order to prioritize between the different possible customers and regions?
-Which organizations and regions would be of highest priority to approach?
-What are your recommendations on how to proceed? (what does a 30 day plan look like)