

P L A Y B O O K

01

Define Your GovTech Market

Who should you actually sell to?

T H E \$ 1 M H I R E



This is the job of a CRO, a CMO and a Sales Operations team wrapped into one role — at the price tag of a mid-market AE.

No one who can actually produce the results you're looking for will say yes to that.



The six playbooks

Playbook	Build	The question it answers
01	Define Your GovTech Market	Who should we actually sell to?
02	Build the GTM Motion	Why should this market care, and how will we reach it?
03	Design the Government Sales Process	How do we turn interest into qualified, winnable opportunities?
04	Build the Revenue Infrastructure	How do we make revenue repeatable and measurable?
05	From Closed-Won to Go-Live	How do we deliver what Sales sold?
06	Build Customer Success	How do we retain, prove value and expand?

You're starting with Playbook 01 because every decision that follows depends on knowing exactly which government market you're building for.



What's inside

01 The Core Problem

Why the easiest way to define your market is rarely the best way.

03 Build an Economic ICP

Define fit across six dimensions, not one demographic.

05 TAM Is Not ICP

Separate the market you could sell to from the accounts to pursue.

07 Identify Government Buying Signals

Separate organizations that fit from those ready to buy.

09 Map the Procurement Path

Identify how an organization can actually buy.

11 Choose Your Government Market

Compare agency types and commercial tradeoffs.

02 Population Is a Proxy

Test whether population predicts fit — or just gives you an easy list.

04 Find What Predicts Your Best Customers

Use customers, wins and losses to find the real variables.

06 Build Your Government Fit Profile

Turn your ICP into a consistent way to evaluate accounts.

08 Map the Government Buyer

The people, authority, risk and approvals behind a purchase.

10 Diagnose Your Current ICP

Pressure-test whether your market definition helps you prioritize.

W Workbook — Build Your Market

Seven steps to your market definition and account model.



TAM is not ICP

A market-size statistic is not an ideal customer profile. The existence of thousands of municipalities does not mean every municipality is a realistic prospect.

TAM

Every government theoretically capable of using the product or category.

Serviceable market

Governments you can realistically serve given product, geography, regulation, integrations and delivery model.

ICP

Governments where product fit, economics, problem severity and buying conditions make you particularly competitive.

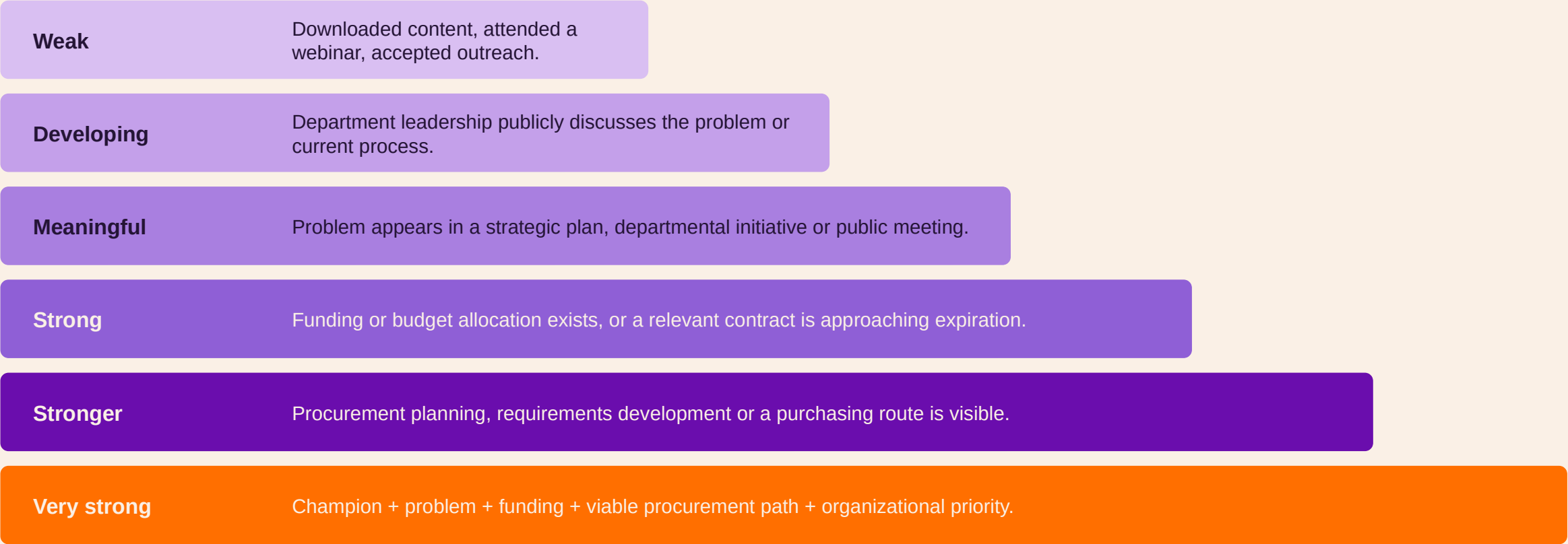
Priority accounts

ICP governments showing current evidence that the problem and buying conditions may be active.

ICP tells you WHO. Buying signals tell you WHEN.

Government buying signal map

Interest is not buying readiness. Teach the team to look for observable evidence rather than relying on positive conversations.



Quick start: the seven-step build

Step	Decision	Output
1	Choose the government markets worth testing.	Government Market Shortlist
2	Test the variables that may actually predict fit.	ICP Variable Hypothesis
3	Use customers, wins and losses to find patterns.	Best-Customer Pattern Analysis
4	Define the Economic ICP.	GovTech ICP Definition
5	Map the people and approvals required to buy.	Buyer + Procurement Map
6	Define observable evidence of buying readiness.	Buying Signal Map
7	Score and tier target accounts.	Tier A/B/C/D Priority Account List



Score and tier accounts

Start simple. A 0–3 scale is enough for an early model: 0 = no evidence, 1 = weak, 2 = credible, 3 = strong. Weight only the dimensions you can defend.

Dimension	Weight	0–3 score	Weighted	Evidence / source
Problem Fit				
Organizational Fit				
Economic Fit				
Operational Pain				
Technology Fit				
Budget / Funding Fit				
Procurement Fit				
Timing				
Leadership Priority				
Implementation Readiness				
Reference / Strategic Value				
TOTAL				

The number is a decision aid, not a substitute for judgment.

Tier	Meaning	Sales treatment
A	Strong ICP fit plus credible evidence of active buying conditions.	Prioritize now. Research deeply, multi-thread, build an account pursuit plan.
B	Strong ICP fit, but timing evidence is incomplete or developing.	Nurture deliberately and monitor defined signals. Do not manufacture urgency.
C	Partial fit or meaningful unknowns.	Low-cost nurture and research. Promote only when evidence improves.
D	Poor fit, material disqualifier, or economics don't justify pursuit.	Do not spend active sales capacity unless the underlying facts change.



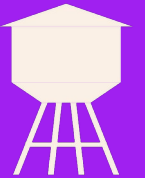
What you should have at the end

- ✓ A deliberately chosen government market — not “government” as a category
- ✓ A tested (or explicitly labeled) hypothesis about which variables predict fit
- ✓ An Economic ICP that includes buying and implementation reality
- ✓ A role-based buyer map and procurement-path hypothesis
- ✓ A public buying-signal map
- ✓ A consistent account scoring and Tier A/B/C/D model
- ✓ A one-page market definition that can guide Sales, Marketing and Product

The natural next constraint: once you know who you should sell to, the question is not “How do we hire more sellers?” It is “Why should this market care, and how do we create a repeatable reason for them to engage?” That’s Playbook 02.

NOT SURE WHICH LEVEL OF SUPPORT YOU NEED?

You don't need to diagnose that yourself.



Tell me what you're building, where you are today and what you're trying to accomplish. We'll determine whether you need a focused strategy session, a deeper working engagement, or ongoing advisory support.

BOOK A DISCOVERY CALL

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You need the right expertise at the right
stage.***