

National Strategies (NSI) is a United States state and local government consulting firm with two divisions that help organizations create opportunities and solve problems. The first is NSI Government Markets, which supports sales, organizational development, business development and procurement related activities. This division **has generated over \$33 billion in new revenue** for clients since the firm's inception in 1996. The second is NSI Government Relations, which focuses on policy matters, including legislative and regulatory activities. Over 25% of NSI clients have been foreign organizations seeking to grow through interactions with the U.S. state and local government market.

Services

NSI operates through two key resources to assist foreign companies in their entry or expansion within the U.S. state and local government market:

- 8 Industry Practices: Technology, Health and Human Services, Education, Transportation and Infrastructure, Energy and the Environment, Financial Services, Public Safety and Law Enforcement, and Smart Cities.
- A unique bi-partisan network of **over 2,500 consultants across the country**, covering each of the 50 states, as well as any municipality with a population of over 50,000, mid to large school districts, public higher education, and various public authorities - such as airports, transit agencies, and public utilities.

NSI Government Markets

- Raise a Company's Profile
- Assess the Potential in U.S. Public Sector Market
- Create Go-to-Market Plans/Strategies
- Identify, Pre-qualify and Prioritize Sales Targets
- Facilitate Introductions to Decision Makers
- Select and Engage Consultants
- Develop Business Development Strategic Plans
- Conduct Landscape Analysis in Prioritized Markets
- Support Messaging and Marketing Materials
- Competitive Scans of Market Competitors
- National and Local Partnership Development
- Analysis and Pursuit of Contract Vehicles
- Government Association and Conference Strategy

NSI Government Relations

- Create an Early Warning System
- Social Media Tracking of U.S. Decision Makers
- Analysis of Relevant Legislation and Regulation
- Prioritize Real Threats and Opportunities
- Strategic Plans for Legislative/Regulatory Campaigns
- Develop and Execute Proactive/Defensive Campaigns
- Build and Manage the Best Local Lobbying Teams
- Help with Strategy Development and Execution
- Support of Messaging and Relationship Building

Key Project Benefits

- Successfully Navigate the Complexities of the U.S. State and Local Government Market
- Assess U.S. Market Potential, Grow Revenue, and Increase Brand Awareness.
- Identify Legislative/Regulatory Opportunities and Protect Against Threats

Who We've Helped

NSI has successfully executed dozens of procurement and market research projects for foreign companies as well as foreign governments and trade and investment organizations in support of foreign companies. We have worked in this capacity for the **Government of Canada**, **Movement of the Enterprises of France (MEDEF)**, **The Kingdom of the Netherlands**, **New Zealand Trade and Enterprise (NZTE)**, **Austrade**, **The Department of Trade and Industry in the United Kingdom**, **The Government of Austria**, **The Government of Spain**, **Invest Northern Ireland**, **The Chamber of Commerce of Milan**, **The Chamber of Commerce of Lyon France**, **The Government of Argentina**, and **Enterprise Ireland**, among others.



Let's Get Started

To discuss how **National Strategies (NSI)** can help you enter or grow in the U.S. market, **contact us today.**



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