

## Streamline Government Contracts, LLC

Streamline Government Contracts provides professional contract execution and management for small and medium sized federal contractors. Founded in 2012 by CEO Karen Long, the company's goal is to help clients reduce risks, increase profits, and ensure compliance with government regulations

### The Challenge

In 2017, Karen sought to expand her marketing efforts to further grow her business. Given her background in finance and contracts, she knew she needed to seek out the marketing and sales know-how to help her make strategic and tactical decisions to take her business to the next level, as well as think creatively. Karen reached out to the Loudoun SBDC and met with Eric Byrd, Manager, Loudoun SBDC, seeking his advice on best practices and related tools to help guide her marketing decisions and practices.

### Working with Loudoun SBDC

Since that time, Karen has used Loudoun SBDC and Eric's counsel as a touchpoint as her business reaches new growth milestones or finds itself at an impasse. "I generally come in once every two to three months, on average three visits per year," says Karen. For example, when her business was a finalist for the Loudoun Chamber Virtual Business of the Year, Karen met with Eric to strategize how she could best present the company for consideration, from preparing for interview questions to creating videos that would most effectively showcase her organization's strengths.

When Karen meets with the SBDC, she will generally arrive to a session with one or two specific business questions, or with customer scenarios that she'd like to talk through. Very often, she says, those questions develop into other questions or allows her to consider things she hadn't before. "Getting an objective perspective is incredibly valuable", says Karen, "and the fact that everything is confidential enables me to be open and honest in the information I share." She also appreciates the relationship she has developed with Eric Byrd. "It is helpful to be able to talk to the same person; Eric is familiar with my business and can offer great insights," she offers.

### The Results

Streamline Government Contracts continues to thrive, even through the COVID-19 business environment. Karen says, "I have the SBDC to thank, in large part, that since December 2017, each year my revenue has grown ---84% and 65% respectively. We are truly fortunate to have the SBDC Loudoun."