



## Technology Providers

You may be a technology provider who works with cloud, big data, and cybersecurity software. I specialize in “high touch” sales specifically targeting public sector organizations and am well-suited to help you sell to federal, state, and local agencies.

The US government is the largest buyer of goods in the world providing companies with billions of dollars worth of sales opportunities each year. However, selling in the public sector can be challenging for companies who do not have prior experience contracting with them.

I have more than 35 years of experience selling to government customers across constantly evolving technologies, including:

- Internet Adoption
- Transaction Processing
- Cloud Platforms
- Big Data

Using a proven sales method for assembling playbooks and mentoring reps, I have adapted to the “new normal” of remote selling.

I use online collaboration tools to maintain a high level of individualized attention, including:

- Interactive touch-screen playbooks
- Remote calling sessions with reps
- Collaborative presentations and workflows

“ I have had the pleasure of partnering with Bruce for the past 9 years. Bruce is a rare talent such that he has the ability to teach and empower those he works with.

Countless times Bruce has selflessly worked with my sales team, often when it didn't directly impact his territory, so that our team became more effective.

Bruce is popular with his partners, colleagues, and clients alike and has a real passion and enthusiasm for the industry that shines through.



**MICHAEL PALETIELLO**

Regional Sales Director, Public Sector  
Salesforce

## CONTACT

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## STAY CONNECTED

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