

From Pitches That Stalled in Committee to a Low-Risk Way Into Local Government

CLIENT

A technical agency that audits and maintains websites, selling to local governments and the organizations around them.

THE PATH

STEP 1 · DIAGNOSTIC

PathEval™

Found that full redesign pitches triggered resistance. Public offices protect stability.

STEP 2 · BUILD

PathMaker™

Built CivicSync™: one framework for towns and chambers of commerce, with a maintenance-first way in.

STEP 3 · PATH TO YES

ConvertPath™

Rebuilt his proposals so the client's stakeholder is the main character of the change.

EXIT

Ran with it

Reviewed it on the walkthrough and took it from there.

THE SHORT VERSION

BEFORE

A technical agency was pitching full website redesigns to local governments, and deals kept stalling in committee.

DURING

The diagnostic showed public offices value stability over upgrades, and that towns and chambers of commerce work as one local ecosystem.

AFTER

He left with the CivicSync™ framework, a maintenance-first entry offer, a five-minute research method and a new proposal format.

Before, During, After

BEFORE

Where he started

- Running a system that audits public-sector websites for accessibility issues and outdated components.
- Choosing targets by technical and pricing data, without looking at who decides and why.
- Sending proposals so technical that decision-makers lost sight of what would change for them.
- Facing long sales cycles and committee votes, with no low-risk way to start.

DURING

What the work surfaced

- Leading with a full redesign created resistance. An office that's happy with its site doesn't want disruption.
- Towns and their chambers of commerce work as one local economy, so one relationship can open the other.
- His audit findings worked better as a helpful heads-up about upkeep than as a list of what was wrong.
- His positioning moved from running automated tools to a workflow architect who protects stability and margins.

AFTER

What he walked away with

- The CivicSync™ framework, turning audit data into outreach scripts and pricing for each type of local organization.
- A maintenance-first entry: a monthly retainer, then enhancements, then a full upgrade.
- A playbook for working with towns and chambers of commerce together.
- A companion guide with a five-minute method for researching a local market.
- A proposal template that makes the client's stakeholder the main character of the change.

MEASURED AT DELIVERY

By the Numbers

1

Framework, CivicSync™, for reaching connected local markets

3

Steps from entry to full project: retainer, enhancements, upgrade

\$500–2K

Monthly retainer as the new entry point, instead of a large upfront bid

4

Department roles mapped as starting points that may not need a full board vote

5 min

Research method for sizing up each local market

WHAT MADE THE DIFFERENCE

Technical vendors usually try to win by proving their platform is better than what the client already has. In local government, that's the fastest way to stall.

PathEval™ showed that stability was the real priority. **PathMaker™** turned that into CivicSync™, a way in that starts small and protects what's working. **ConvertPath™** rebuilt the proposal so the client could see themselves in the change.

*Measured at delivery: what was surfaced and what the client walked away with. No post-delivery results are claimed. **More case studies:** seanmatkinson.com/case-studies*