Positioning to Win Federal Projects

Real World Business-Building Strategies and Tactics

Gloria Larkin
President & CEO, TargetGov
Celebrating 20 years in 2017!

© TargetGov 2017
Gloria Larkin

President & CEO

• Creator of the FAST™ Process
• Nationally recognized federal contracting business development expert
• Author of The Basic Guide to Government Contracting
• Clients have won $4+ billion in federal contracts
• Quoted in Wall Street Journal, Washington Post, INC Magazine, Bloomberg
• Educational Foundation Board Chair Emeritus for WIPP.org
• glorialarkin@targetgov.com 866-579-1346
Agenda

• How Do You Score?
• Changes in Marketing
• Business Development
• Targeted Communications
• Mistakes to Avoid
What is YOUR Score?

• Today, how does your firm look
• In the eyes of your federal targets?

SAM.gov
SBA Profile
Results for Your Firm as of Today

- A = clearly set yourself apart from competitors, not risky, memorable
- B = possible chance
- C = average = failure
- D = life support
- F = dead in the water
Air Force Recommendations

What Really Works:
-- Market Research, Business & Financial Plan
-- Network, Communication, & Relationships
-- Past Performance & Continuous Marketing
-- Being Prepared, Patient, & Persistent

Small Businesses:
-- Create Jobs
-- Are Leaders of Innovations & Technology
-- Increase Competition – Decrease Costs

Large Businesses:
-- Important Partners of the Equation
The Impact of Customer-Based Research

Figure 1.1. The Impact of Research on Firm Growth and Profitability

<table>
<thead>
<tr>
<th></th>
<th>Growth</th>
<th>Profitability</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Research</td>
<td>2.8%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Occasional Research</td>
<td>20.0%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Frequent Research</td>
<td>33.3%</td>
<td>20.0%</td>
</tr>
</tbody>
</table>

Source: “Inside the Buyers Brain” (email me for entire book as PDF) Published by Hinge Research Institute
Research Resources to Identify Targets

• **PAST:** (Identify Top Agency Targets)
  ▶ Federal Procurement Data System (https://www.fpds.gov)

• **CURRENT:**
  ▶ www.fbo.gov
  ▶ GSA eBuy; FedConnect, others

• **FUTURE:**
  ▶ Agency Forecasts (through each agency’s website)

• Research Tools
  • Subscription based
    ▶ GovWin, BGov, Onvia, Set-Aside Alert, etc.
Realistic Procurement/Acquisition Access:

• Streamlined Purchasing: Vehicle
  • GSA Schedules
  • Blanket Purchase Agreements
  • Indefinite Delivery/Indefinite Quantity Contracts
    • SeaPort-e, Stars II, FirstSource II, SEWP, JOCs, MATOCs

• Small Business Set-Asides
  • Does Agency have PCR? Does he/she know YOU?
    http://www.sba.gov/content/government-contracting-field-staff-directory
  • Check SBA Small Business Scorecards
Key to Great Relationships

- Consider your audience with every communication

- Government contacts have different roles, concerns, areas of responsibility

- Market to your audience’s agenda – not your own

- DO NOT hire an out-sourced BD rep
Marketing in FY 2017: Critical First Impressions

- Be professional
  - Ex: email, web site, typos
  - No clip art, stock graphics
- Know your strengths: niche!
- Lead with your expertise
- Do not try to be all things
- Prove it!
- Address **capacity**
- **Mitigate risk**
When to Market?

Percentage of Total Federal Contract Obligations by Fiscal Quarter

All year long!
Existing Capacity vs Potential Capacity

The concept of “potential capability” greatly improves a Small Business’ chances of being found “capable,” so Small Businesses need to take full advantage of this development.

(1) The contractor’s ability to manage, as prime contractor, the types and magnitude of tasking in the Performance Work Statement (PWS); and

(2) The contractor’s technical ability, or potential approach to achieving technical ability, to perform at least 50% of the cost of the contract/task order incurred for personnel with its own employees; and

(3) The contractor’s capacity, or potential approach to achieving capacity, to conduct the requirements of the PWS. For the purposes of this Capability Statement, capacity shall refer to matters such as the magnitude of the tasking, the amount of equipment or facilities involved, and the size of the staff needed.
Contacts Have Different Roles/Concerns

Program Managers- The Work

- Your knowledge of our agency’s problem
- Your ability to solve the problem
- Your ability to offer value to your solution

Contracting Officers- The Rules

- Do you know the rules?
- Streamlined purchasing access: vehicle
- What is your past performance (related to opportunity)
Contacts Have Different Roles/Concerns

End Users- The Source
- Source of information
- How are things done currently
- How could your solution benefit them

OSDBU’s- The Support
- What assistance do you need
- What have you done already
- What Certifications and/or Set-Asides Exists
- OSDBU’s are NOT YOUR SALES FORCE
Marketing Tools to Reach Decision-makers

• Registrations: SAM, VetBiz, SBA Profile
• Web Site
• Capability Statement
• White Papers, Case Studies
• Vendor Outreach Meetings
• Debriefings
• Social Media, Blogs
• Public Relations
• Lead Generators – No!
• ?Advertising: TV, Radio, Print?
Business Card

• Use both sides
• Not coated or dark paper
• Company Name, Name, Title
• All contact information: phones, address
• What do you do? Is it clear?
• DUNs
• NAICS
• Certifications
• Contract vehicles

*Action step:* Update your business card
Matchmaking Pitch

• Develop a focused “Matchmaking Pitch” to communicate specific offerings matching their current needs

• No company does “Everything”

• An example of “Reverse Pyramid” Matchmaking Pitch:
  ▶ I am [your name], with [your company name]
  ▶ We provide __________________
  ▶ Our core competencies are ____________
  ▶ We are the absolute best at _______________
  ▶ We are different because _________________
  ▶ We can help your agency/office by __________
Capability Statement Details

• Has **Five Key Elements**
• It is **1 or 2 pages** (maximum 2 pages)
• Relates specifically to an agency, prime, mission, opportunity
• Provides a real solution to an existing issue
• PDF format, small file size, emailed, printed
• Email me for the **free Guide**
Best Uses of Capability Statement

- Door opener
- Relationship building
- Email introduction
- Procurement conferences
  - Leave behind (Paper)
  - Follow-up (PDF)
- Industry days
- Services update
- In-person briefings
<table>
<thead>
<tr>
<th>Target</th>
<th>Message</th>
<th>Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Business Rep</td>
<td>Credible Vendor</td>
<td>Entry Email</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone Call</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Capability Statement</td>
</tr>
<tr>
<td>Contracting Officer</td>
<td>Credible Bidder</td>
<td>Entry Email</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone Call</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Capability Statement</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PPIRS or CPARS</td>
</tr>
<tr>
<td>Program Manager</td>
<td>Experts</td>
<td>Entry Email</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone Call</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Capability Statement</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PPIRS or CPARS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>White Paper</td>
</tr>
<tr>
<td>End User</td>
<td>We Can Help</td>
<td>Entry Email</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone Call</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Capability Statement</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PPIRS or CPARS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>White Paper</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Case Study</td>
</tr>
</tbody>
</table>
Contact me to review your score

• Gloria Larkin
• CEO & Founder, TargetGov
• Author: *The Basic Guide to Government Contracting*
• Creator of the *FAST™ Process*
• Contact:
  • glorialarkin@targetgov.com
  • Toll-free: 866-579-1346
  • www.TargetGov.com
  • Facebook: TargetGov
  • Twitter: @TargetGov