

Advanced Tactics: Making the Leap from Sub to Prime



Gloria Larkin
President, CEO



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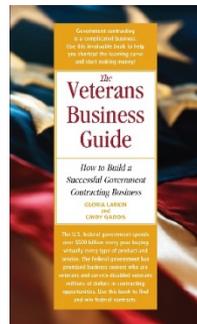
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Advanced Tactics: Making the Leap from Sub to Prime



Gloria Larkin

President, CEO



- Creator of the **FAST™ Process** and the **KickStart Program™**
- Celebrating 22 years in business!
- Clients have won over \$5 billion in federal contracts in just the last seven years
- Quoted in Wall Street Journal, Washington Post, INC Magazine, Bloomberg
- Author of The Basic Guide to Government Contracting
- Co-Author The Veterans Business Guide
- Educational Foundation Board Chair Emeritus for WIPP.org
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AGENDA

- Expertly understand your market
- Leverage expertise, experience & past performance
- Fast-track aggressive federal market growth
- Targeting opportunities for a higher P-Win
- Tips to calculate P-Win
- Differentiators that matter to decision-makers
- Mitigate risk in eyes of decision-makers



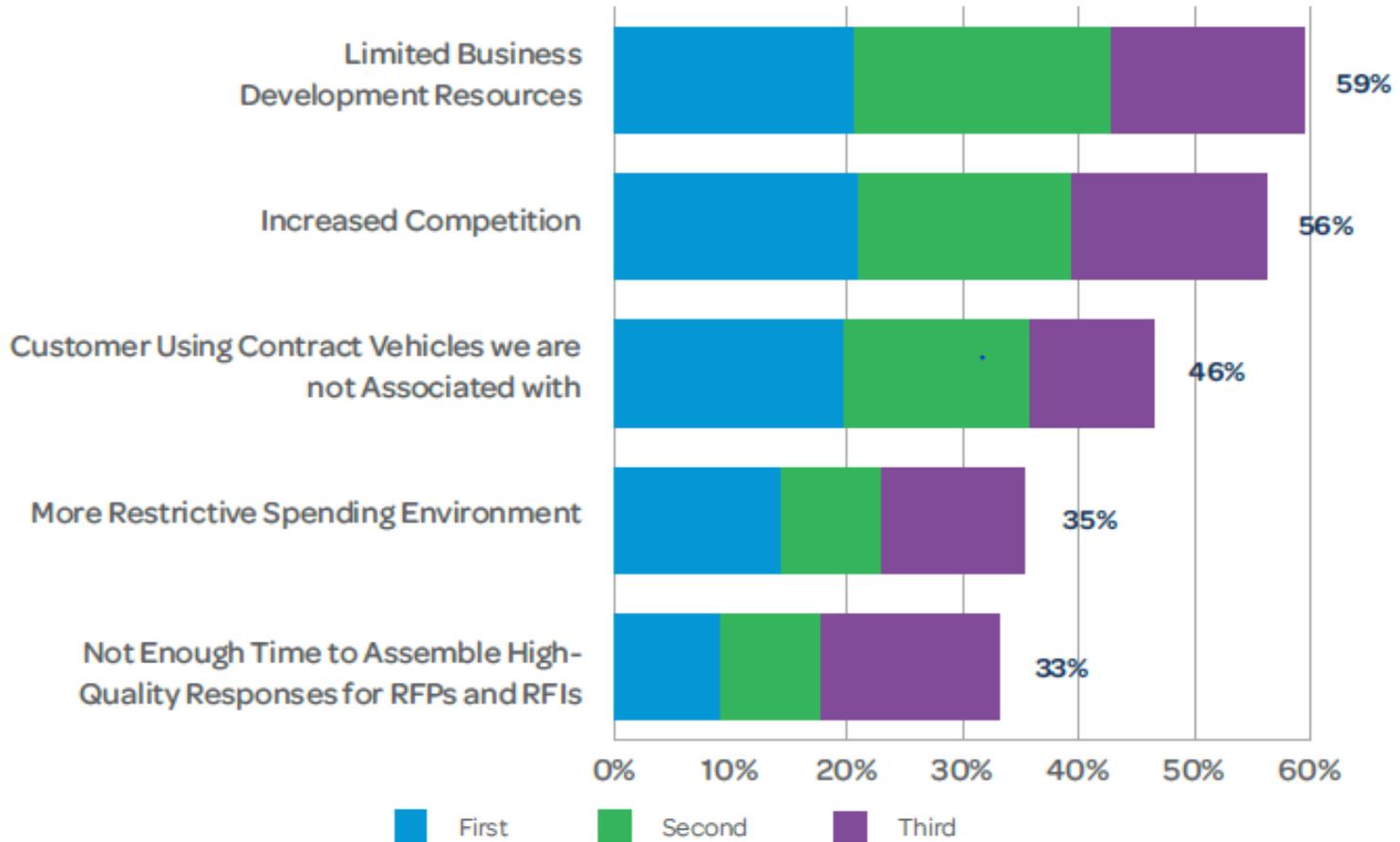
Expertly understand your market

- Changing marketplace
- Contract process and vehicles critical
- 37 Best-in-class contracts
- Proactive relationship-building critical
- Data-scraping tools used by government and contractors



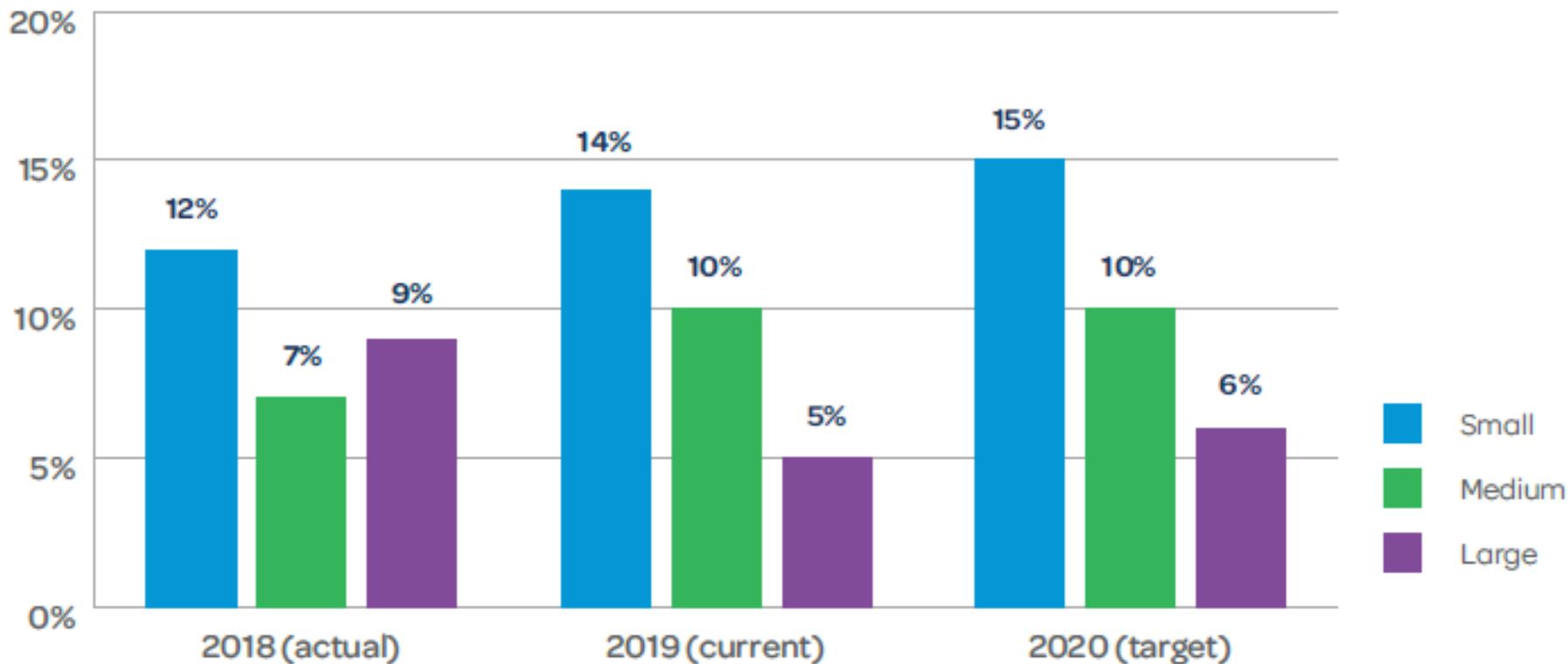
Deltek Clarity Study:

TOP BUSINESS DEVELOPMENT CHALLENGES



Deltek Clarity Study:

HISTORICAL AND PLANNED GROWTH RATES



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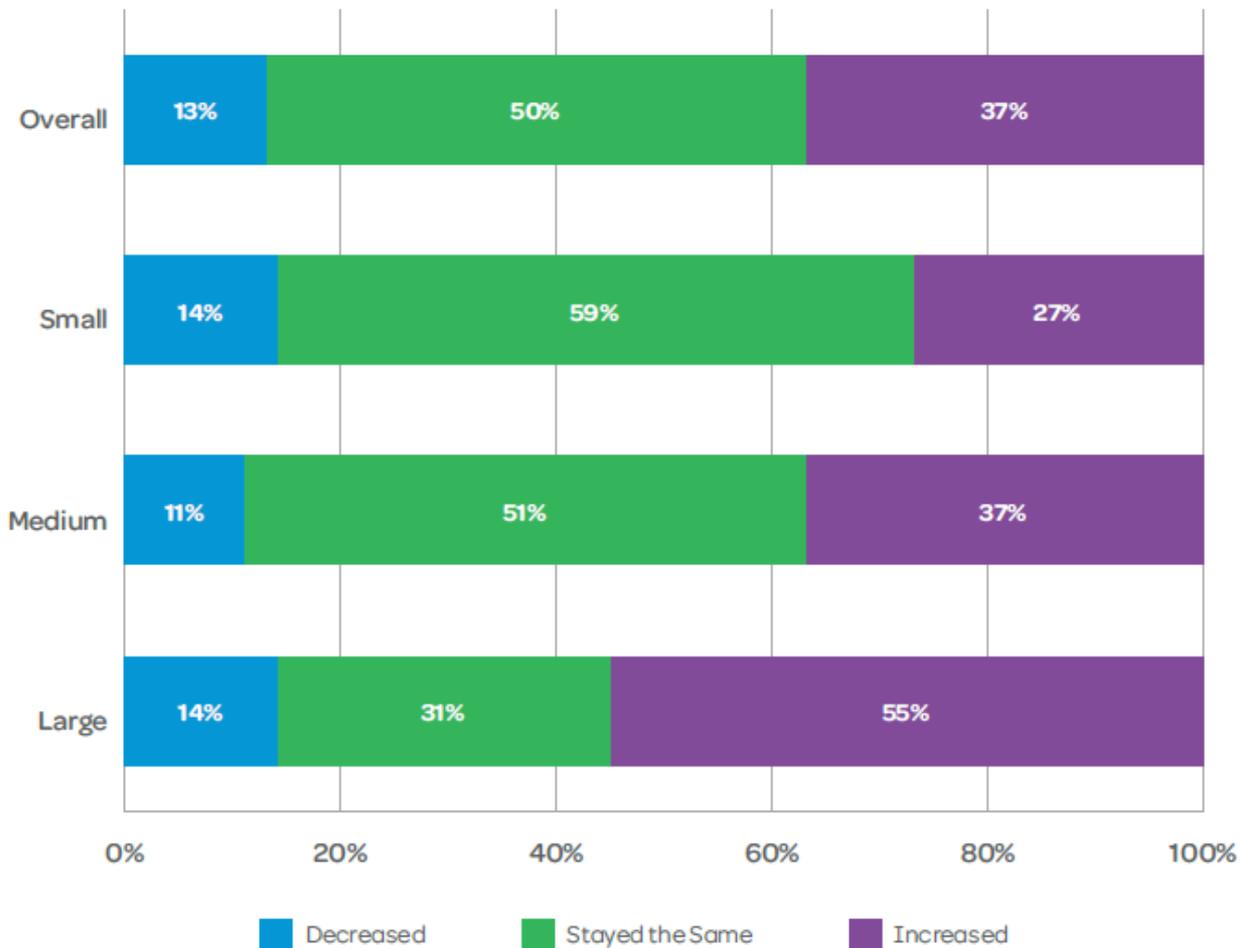
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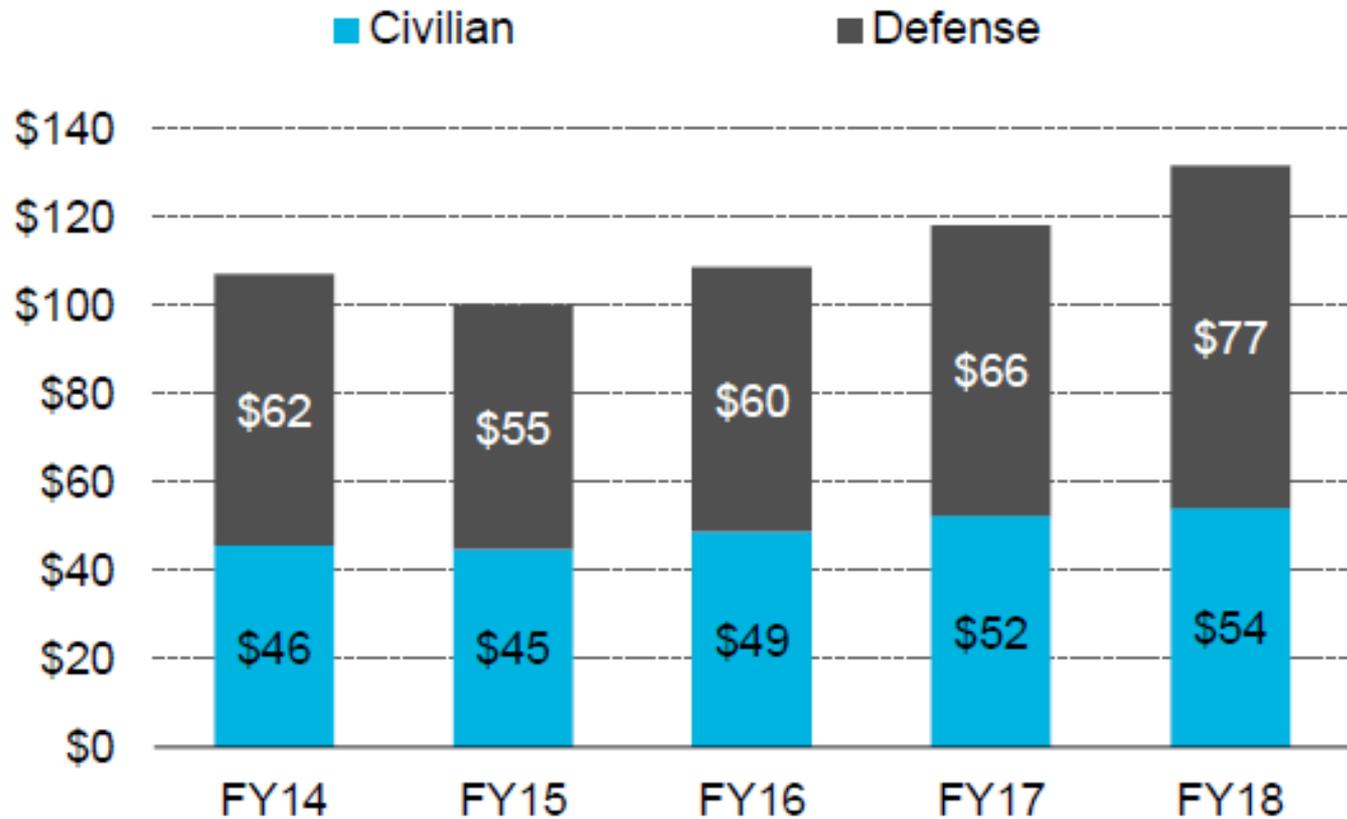
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Deltek Clarity Study:

CHANGE IN FEDERAL CONTRACTS



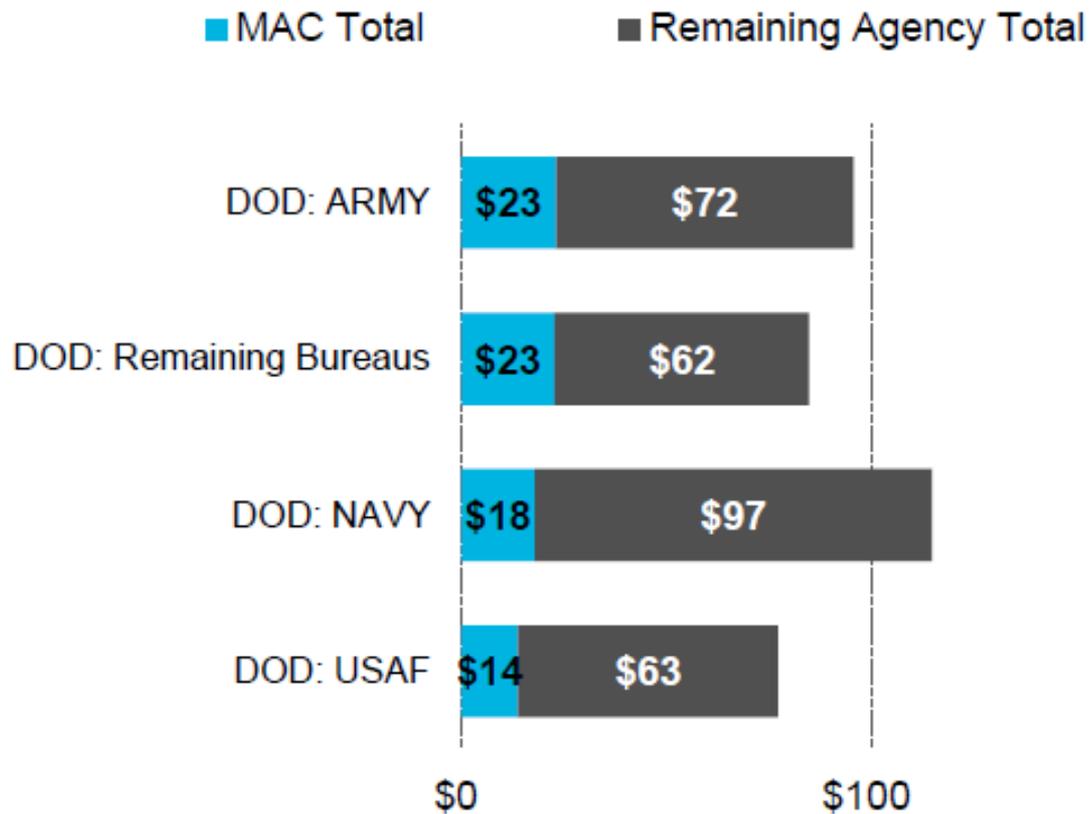
DOD and Civilian MAC Spending at 5 Year High



Source: Bloomberg Government contracts data as of April 30.

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DOD MAC Spending by Bureau

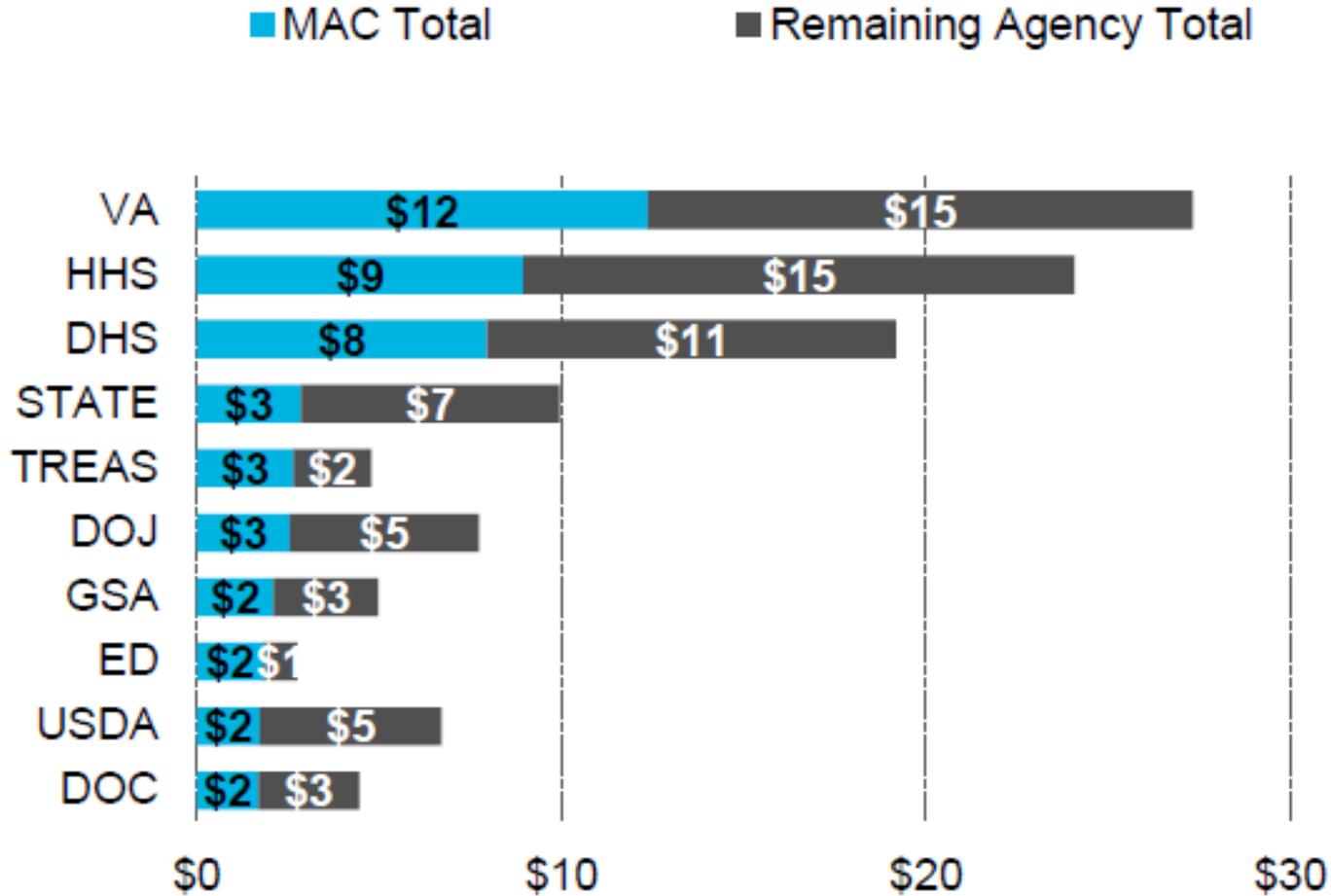


Source: Bloomberg Government contracts data as of April 30.

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Civilian MAC Spending by Bureau



Source: Bloomberg Government contracts data as of April 30.

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Win Probability Matrix

| Generic Rank | Bid Consideration | Rating Criteria | | | | | | | | | | | Consideration Rating 10-0 | Consideration Weight ⁽¹⁾ | Net Score ⁽²⁾ |
|--------------|---|--|---|---|---|--|---|---|---|--|---------------|---|---------------------------|-------------------------------------|--------------------------|
| | | Positive | | | | Neutral | | | | Negative | | | | | |
| | | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 | | | |
| 1 | Your ability to respond | Can meet/exceed every requirement | | | | Understand the problem and can respond | | | | Don't know or don't have a better idea | | | | 0.1 | |
| 2 | Background experience and overall technical capability | Strong in-house experience and/or technically superior | | | | Average experience inhouse or can be imported and/or technically capable | | | | Weak experience or new area and/or not technically qualified | | | | 0.1 | |
| 3 | Proposed team and personnel (subs are an option) | Best and available (could be sub-enhanced) | | | | Best available (no impact) | | | | Second, strong subs, diluting | | | | 0.1 | |
| 4 | Price strategy | Honest, credible, and within known limits | | | | Reasonable and competitive | | | | Must cut comers, cost share, etc. | | | | 0.1 | |
| 5 | Customer rapport | Good working relationships | | | | Known but not cultivated | | | | Unknown to customer | | | | 0.1 | |
| 6 | Competition | Sole source or customer knows and prefers you | | | | Open/neutral customer and you know how to beat | | | | Unknown competition or procurement | | | | 0.1 | |
| 7 | Market intelligence | Inside track, good workup | | | | Generally up-to-date on market developments | | | | Surprised by RFP | | | | 0.1 | |
| 8 | Company's resources available for proposal and for contract execution | Not needed | | | | Available | | | | Not Available | | | | 0.1 | |
| 9 | Facilities | Available, favorably located or no facility required | | | | No impact | | | | Facility is necessary but is not yet | | | | 0.1 | |
| 10 | Program's potential strategic advantage(s) | High | | | | Average | | | | Low | | | | 0.1 | |
| | | | | | | | | | | | Totals | | 1.00 | | |

(1) Each bid consideration should be weighted according to evaluation emphasis/priority/scoring percentage. If unknown, consider each with equal weight. Total weight must equal 1

(2) Net Score = Rating x Weight.

(3) If wired, the only reason to offer a bid is competition advocacy and continued relationship with the customer (usually important in government proposals)



What Are Your Increased Revenue Goals?

- Would you like to add a zero to your revenue?

Starting Point

Next One Year Goal

- \$500,000 → \$5,000,000
- \$2,500,000 → \$25,000,000
- \$5,000,000 → \$50,000,000
- \$10,000,000 → \$100,000,000.....

More?



What Are Your Increased Revenue Goals?

- Fast-track aggressive federal market growth
- New federal contracts/revenue goals

➤ **Year 1**

Year 3

Year 5

➤ _____

What is YOUR Score?

- Today, how does your firm score
- In the eyes of your federal targets and decision makers?
- Will you get through the gate?
- Will data scraping tool find you?



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Scoring System: To Get Through The First Gate

- A = clearly set yourself apart from competitors, not risky, memorable, government sees benefits of working with you—you can be found by data scraping tool
-
- B = possible chance
 - C = average = failure
 - D = life support
 - F = dead in the water



What Really Works in FY 2020

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



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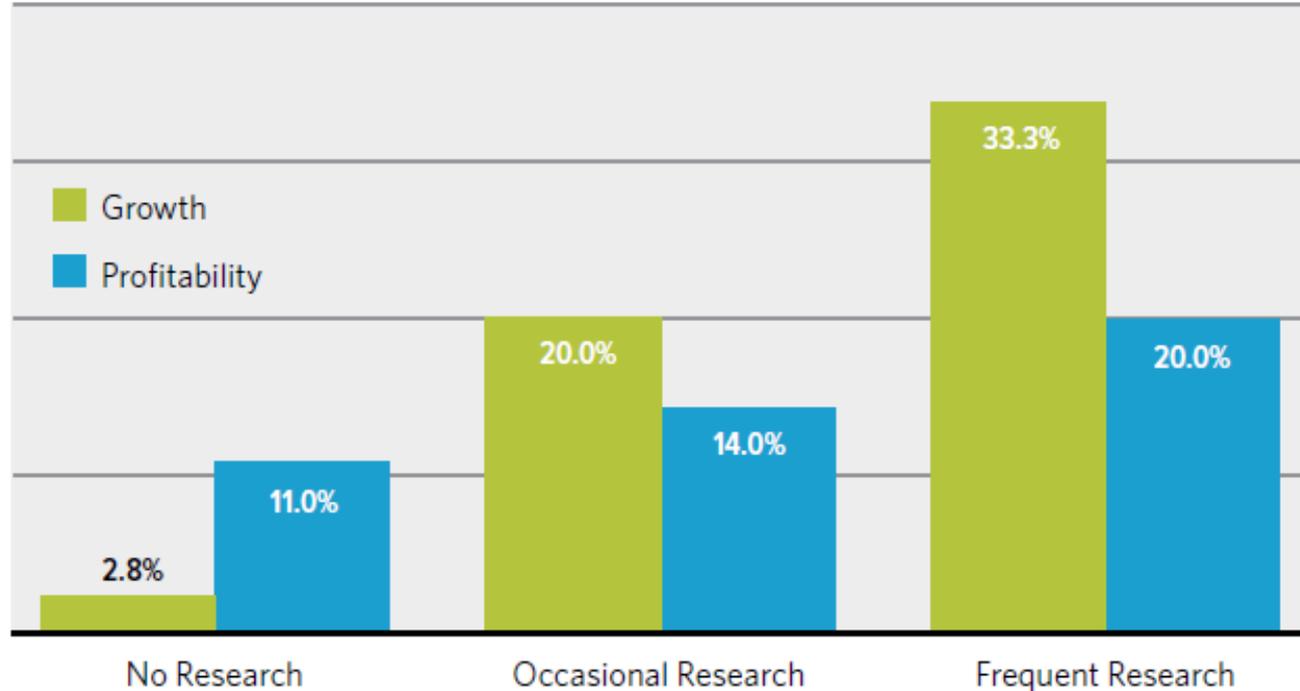
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The Impact of Customer- Based Research

Figure 11. The Impact of Research on Firm Growth and Profitability



Source: “*Inside the Buyers Brain*” (email me for entire book as PDF)

Published by Hinge Research Institute

Pragmatic, Bottom Line Business Growth Approach with High ROI

- Leverage expertise, experience & past performance
- Institute a trackable, repeatable, measurable and scalable process



Case Study: Engineering Firm

- Situation:
 - Experienced in federal market, but flat federal revenues
- Proposed Solution
 - Create a plan or roadmap to reach goals
 - Actionable, results-oriented, measurable,
 - Repeatable, scalable, adaptable
 - Executable by internal team
- Results
 - ROI: _____



Case Study: Goals

New Federal Business GOALS:

1 YR-\$3M; 3rd YR \$10M; 5th YR \$30M

- Plan: Market Research
- Position: How to get noticed—positively!
- Pursue: Marketing, business development, capture
- *Win!*



Results in Awarded Contracts

GOALS in New Contracts

- Year 1 \$3M
- Year 3 \$10M
- Year 5 \$30M

Results in New Contracts

- Year 1 \$10M
- 18 months \$30M
- 24 months \$40M
- Year 3
- Year 5

ROI → *over 1,333 : 1*



Case Study: How They Got Noticed

- Be professional
 - Ex: DUNS, CAGE, email, registrations, web site–
YOUR SCORE
- Know your niche!
- Do not try to be all things
- Lead with your expertise
- Prove it!
- **Mitigate risk**
- *Relentless, appropriate marketing!*



Case Study: Marketing Tools Used

- Government registrations
 - SAM, SBDS, Agencies (ARC)
- Business card
- Capability statement
- Web site
- White papers, case studies
- Public relations
- CRM system
- Contract vehicle
- Not recommended:
 - Advertising
 - Telemarketing
 - Buying lists



Create Your Own: FAST™ Process Action Item Checklist(s)

Specific Steps/Timeline

- As a prime
- As a teaming partner or sub
- Using a contract vehicle
- Agency relationship building process
- Sources Sought Notice / RFI process



FAST™ Process Sales and Marketing Checklist as a Prime Contractor

Name of Opportunity:



| # | Action Item | Assigned To | Target Date | Completed Date |
|---|-------------|-------------|-------------|----------------|
|---|-------------|-------------|-------------|----------------|



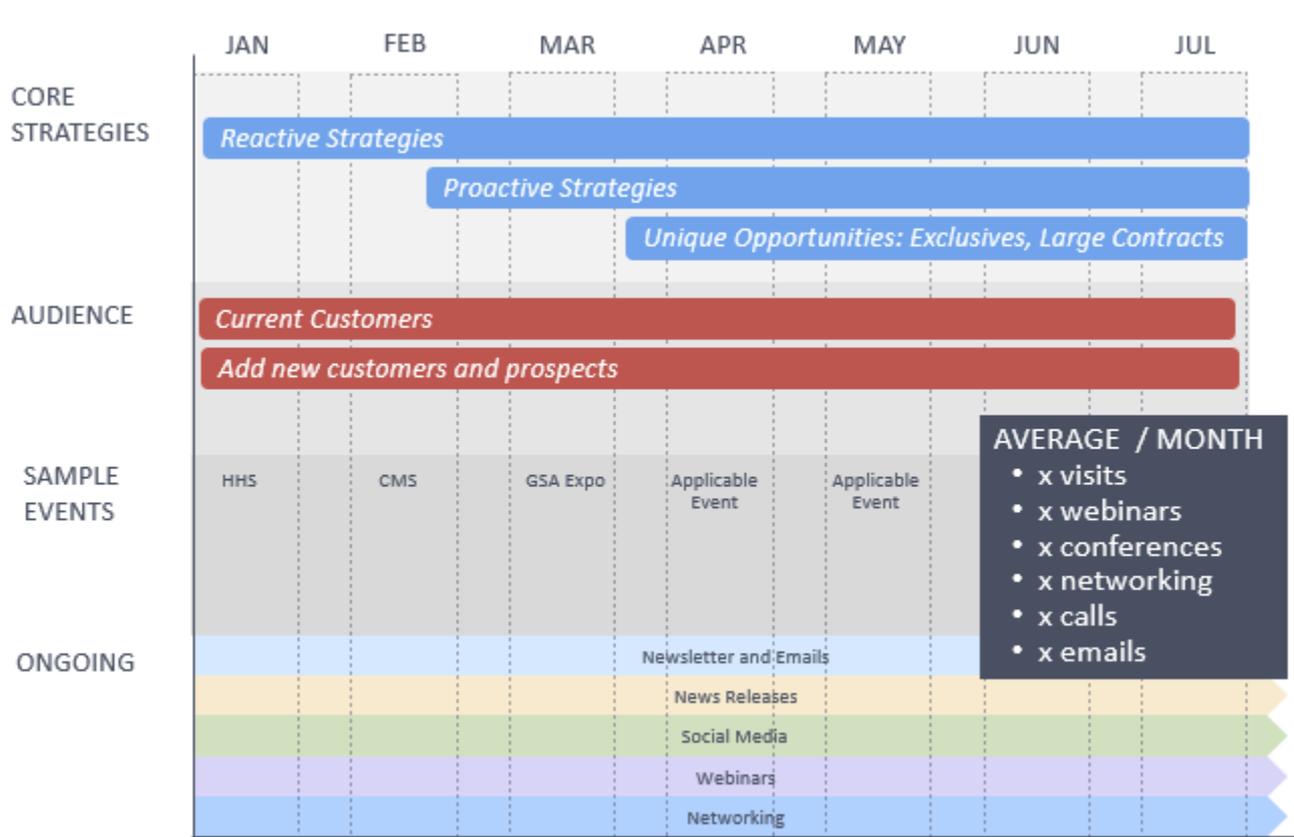
FAST™ Process Sales and Marketing Checklist for Sources Sought Notices & RFIs

Name of Opportunity:



| # | Action Item | Assigned To | Target Date | Completed Date |
|---|-------------|-------------|-------------|----------------|
|---|-------------|-------------|-------------|----------------|

Sample Proactive Marketing Program Planning Schedule



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TargetGov Rule of ThreeSM

- Never reach out to any decision-makers for a meeting
- This includes all targets!
 - Agencies, Primes, Teaming Partners
- Until:
 - You have identified at least three solid opportunities to discuss
 - Be **prepared**, no matter with whom you are meeting, to discuss at least 3 upcoming opportunities
 - Use: Forecast, sources sought, recompetes, FPDS, EZGovOpps, USASpending



Promised Documents

- ✓ Session Slides
- ✓ VA Procurement Readiness Reference Guide
- ✓ VA Doing Business With VA Reference Guide
- ✓ Capabilities Statement Template
- ✓ Best in Class Contracts Summary



Questions



TargetGov Useful Links

- Inside the Buyer's Brain eBook:
<https://hingemarketing.com/library/article/book-inside-the-buyers-brain>
- Best CRM Systems:
- <https://www.business.com/categories/crm-software/>



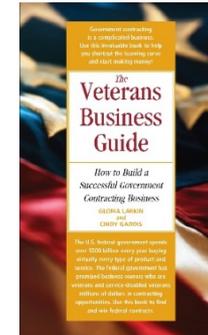
VA OSDBU Useful Links

- Learn more about VA OSDBU: <http://www.va.gov/osdbu>
- Education and Training Reference Guides: <http://www.va.gov/osdbu/library/dbwva.asp>
- VA Vendor Information Pages (VIP): <https://www.vip.vetbiz.va.gov/>
- VA Kingdomware Information: <https://go.usa.gov/xKsp5>
- How to Get Verified: <http://www.va.gov/osdbu/verification/index.asp>
- Doing Business with VA Reference Guide: https://www.va.gov/osdbu/docs/doingBusinessWithVA_ReferenceGuideFULL.pdf
- Procurement Readiness Reference Guide: http://www.va.gov/osdbu/docs/procurementReadiness_FULL.pdf
- National Veterans Small Business Engagement: <http://www.nvsbe.com>



Connect with Gloria and TargetGov

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