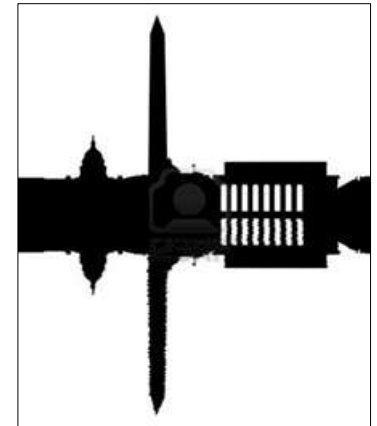


# GOVCONNECTX FEDERAL GOVERNMENT DISCUSSION



**Thursday, October 22, 2020**  
**11:05 a.m. to 11:55 a.m.**



# GovConectx Federal Government Discussion

- About Your Presenter
- U.S. Federal Government Overview
- Federal Government's Near-Term and Longer Term **Technology** Needs
- Federal Government's Near-Term and Longer Term **Critical Infrastructure** Needs
- Questions & Comments

# Trainer Overview: *Kevin P. Young*

- 35-plus years in Growth, Marketing and Business Development strategy, planning and execution
- Corporate SVP of Marketing for LandAmerica Financial Group
- Corporate VP of Global Marketing Operations for Unisys
- BU VP of Marketing and Business Management for SAIC
- Manager of Marketing Communications and Media Relations for IBM Federal
- Writer and Editor for *USA TODAY*

## KEY ACCOMPLISHMENTS:

- ✓ Announced AS/400 and RISC System/6000 for IBM
- ✓ International Expansion for Unisys
- ✓ Commercial Expansion for LandAmerica and SAIC
- ✓ Launched *USA TODAY* for Gannett
- ✓ Co-Founded *Government Market Master™* Executive Education Certificate Program
- ✓ Developed *Go-to-Market Practice* for Lohfeld Consulting Group

# Trainer Overview: *Kevin P. Young*

- Board memberships include *Consequence of Sound*<sup>™</sup>, now one of the world's leading and most recognized music and film sources
- Speaker, Author and Adjunct Professor Marketing for George Mason University's School of Business and Volgenau School of Engineering
- Professionally Qualified (PQ) faculty member under accreditation of the Association to Advance Collegiate Schools of Business (AACSB)
- Trainer for GovConectx, Procurement Technical Assistance Centers (PTACs), and U.S. Small Business Development Centers (SBDCs)

## KEY RECOGNITION:

- ✓ *IBM Outstanding Achievement in Marketing Award*
- ✓ *IBM Award of Excellence*
- ✓ *Malcolm Baldrige National Quality Award (As IBM site team)*
- ✓ *Business Marketing Association International's Board of Directors*
- ✓ *Corporate Executive Board's Marketing Leadership Council*
  - ✓ *Forrester Research's Global Market Leaders' Panel*
- ✓ *American Marketing Association Mentor / Protégé Program*

# Trainer Overview: *Kevin P. Young*

## Contractor Clients

Capgemini Government Solutions (CGGS)

THE CENTECH GROUP

Computer Sciences Corporation

Deltek

FIBERTEK

Global Contact Services

Hollingsworth Logistics Group

Information Builders

ITT Exelis

Leidos

MicroTech

Native American Management Services (NAMS)

Northrop Grumman

SUNTIVA

## Government Clients

Broadcasting Board of Governors (BBG)

Department of Defense (DOD)

Department of Energy (DOE)

Department of Health and Human Services (HHS)

Department of Homeland Security (DHS)

Department of Justice (DOJ)

Department of State

Department of the Treasury

Department of Veterans Affairs (VA)

National Aeronautics and Space  
Administration (NASA)

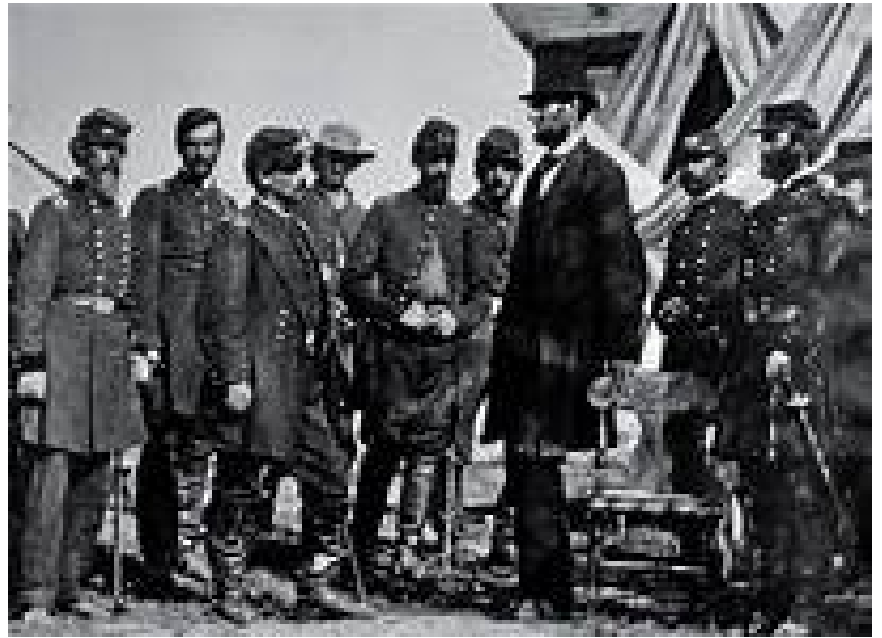
Postal Service (USPS)

Small Business Administration (SBA)

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# U.S. FEDERAL GOVERNMENT CONTRACTING IS NOT NEW ...













# Why the U.S. Federal Government Market?

## FACT #1

**There are more than 780,000 companies – large and medium; small and set-aside; public and private; for-profit and not-for-profit – registered, via the System for Award Management (SAM), to do business with the U.S. Federal Government.**

# Why the U.S. Federal Government Market?

## FACT #2

**The U.S. Federal Government spends more than \$3.5 trillion per year on people and programs, on products and services ... It is by far the LARGEST MARKET IN THE WORLD in terms of spend.**

# Why the U.S. Federal Government Market?

		<b>FACT #3</b>
		<p><b>Most of these 780,000-plus Contractors will see an annual gross revenue of \$0.00 due to the complexity, cyclicity and competitiveness of Federal Government procurements.</b></p>

# Why the U.S. Federal Government Market?

FACT #1	FACT #2	FACT #3
<p><b>There are more than 780,000 companies – large and medium; small and set-aside; public and private; for-profit and not-for-profit – registered, via the System for Award Management (SAM), to do business with the U.S. Federal Government.</b></p>	<p><b>The U.S. Federal Government spends more than \$3.5 trillion per year on people and programs, on products and services ... It is by far the LARGEST MARKET IN THE WORLD in terms of spend.</b></p>	<p><b>Most of these 780,000-plus Contractors will see an annual gross revenue of \$0.00 due to the complexity, cyclicity and competitiveness of Federal Government procurements.</b></p>

# A Customized Plan of Engagement = Success

*“In my 30-plus years of studying the Business-to-Government (“B2G”) Market, I have observed that 90 percent or more of the companies that try to enter the market fail the market. They fail not from lack of skill at what they do; they fail from lack of understanding the nuances of a new market – a different market – with rules arcane enough to cover literally tens of thousands of pages of ‘Government Speak.’ They do not adapt ... There are many pieces to the Government Market puzzle; without all the pieces, the picture is never complete ... **There are many ways to succeed in the Government Market; each path is different ... The Government Market is only sexy if you really like money.**”*



*– Mark A. Amtower*  
**Industry Coach, Speaker, Radio Host and Author,**  
*“SELLING TO THE GOVERNMENT: What It Takes to Compete and Win in the World’s Largest Market” (John Wiley & Sons, Inc.)*



# A Customized Plan of Engagement = Success

**According to the Victory in Procurement™ (VIP) Survey:  
“Strategies for Small Business Procurement Success”  
(American Express OPEN for Government Contracts) ...**

*“... It is important to learn more about the challenges and successes business owners are having pursuing Federal contract opportunities ... Successful business(es) have made a much more significant investment of time and money in pursuing Federal contracting opportunities than less successful counterparts ... Active contractors estimate they committed, on average, more than \$115,000 in cash and staff resources (per year) seeking contract opportunities ... (And) it took nearly two years (20 months) to win their first Federal contract.”*



# Setting the Offense for Federal Contractors

Strategy, Gap Analysis and Gap Remediation	Go-to-Market Planning and Execution	Pipeline Development and Management
<p><b>Market Analysis, Knowledge and Dynamics</b></p> <p><b>Target Market Identification</b></p> <p><b>Business Transformation</b></p> <p><b>Business Infrastructure</b></p> <p><b>Brand, Image and Promotion</b></p> <p><b>Thought Leadership</b></p> <p><b>Business Development</b></p>	<p><b>Situational Analysis (SWOT)</b></p> <p><b>Solution Offering(s)</b></p> <p><b>Competitive Analysis and Positioning</b></p> <p><b>Brand, Image and Promotion Programs</b></p> <p><b>Thought Leadership Programs</b></p> <p><b>Business Development Campaigns</b></p> <p><b>Goals, Metrics and Demand Projections</b></p>	<p><b><i>“Certs and Reps”</i></b></p> <p><b>Opportunity Screen Document and Process</b></p> <p><b>Pipeline Density Document and Process</b></p> <p><b>Pipeline Development, Management and Measurement</b></p> <p><b>Pursuit and Capture:</b> Direct to Federal Government; via Procurement Schedules; via Prime Contractors; and via “Affiliated Agent” Status</p>

# “Know What You Don’t Know” ...

- **AIA • Potomac Tech Wire • Defense Leadership Forum • Federal Business Council (FBC) • GovConectx • NCSI**
- **Primary Opportunity Sources:** Program Offices (PMOs) | Procurement / Contract Offices (COs) | Office of Small and Disadvantaged Business Utilization (OSDBU) | Prime Contractors | Industry Experts and Influencers
- **Secondary Opportunity Sources:** Strategic Plans / Agencies and Departments | Office of Management and Budget (OMB) | U.S. General Services Administration / GSA Federal Procurement Data System (FPDS) | BidNet | Federal Business Opportunities (FBO) | FedConnect | U.S. Grants | And More
- **Licensed Industry Knowledge:** Bloomberg Government | Deltek GovWinIQ | FedConnect | GovPurchase | PTAC | More

# Best Practices to Sell to Federal Government

- **Must have proven, manageable and measureable:**
  - ❑ Market Knowledge
  - ❑ Competitive Intelligence
  - ❑ Lead Screening Process
  - ❑ Balanced Pipeline Development Process (i.e. “TCVs”)
  - ❑ Capture Strategy Process
  - ❑ Proposal Response Process
  - ❑ Lessons Learned Process



# Largest U.S. Federal Government Contractors\*

- Leidos
- General Dynamics
- Northrop Grumman
- Lockheed Martin
- Raytheon
- Boeing
- Booz Allen Hamilton
- Perspecta (nee DXC Public Sector, Vencore and Keypoint)
- Science Applications International (SAIC)
- CACI International
- Accenture
- AECOM
- AT&T
- BAE Systems
- Deloitte
- Jacobs Engineering Group
- Harris
- IBM
- KBR
- PAE
- Verizon Communications

(\* Largest government contractors in the federal market based on their prime contract obligation during fiscal 2018. Rankings are based on analysis of procurement data in the areas of IT, professional services, telecommunications and other high-tech services areas. Sources: Federal Procurement Data System, USASpending and *Washington Technology*.)

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# NEAR-TERM AND LONGER TERM TECHNOLOGY NEEDS

# Near-Term and Long-Term Technologies

- Artificial Intelligence (AI)
- Big Data
- Citizen e-ID
- Customer Experience Culture
- Data Center Consolidation and Relocation
- Digital Government Platforms
- Digital Workplace
- Edge Analytics
- Employee Workforce Development
- Enterprise Agile Transformation

# Near-Term and Long-Term Technologies

- Hybrid Cloud / Open Any Data
- Internet of Things (IoT)
- Machine Learning
- Management Workforce Development
- Multichannel Citizen Engagement
- Scalable Interoperability
- Shared Service Center Consolidation and Relocation
- Web-Scale IT



# Near-Term and Long-Term Technologies

- Artificial Intelligence (AI)
- Big Data
- Citizen e-ID
- Customer Experience Culture
- Cyber Security
- Data Center Consolidation and Relocation
- Digital Government Platforms
- Digital Workplace
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- Web-Scale IT

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# CRITICAL INFRASTRUCTURE AREAS FOR GROWTH

# Critical Infrastructure Areas for Growth

- Airports
- Bridges
- Broadband
- Canals
- Coastal Management
- Dams
- Electricity
- Energy
- Hazardous Waste
- Hospitals

# Critical Infrastructure Areas for Growth

- Irrigation Schemes
- Levees
- Lighthouses
- Parks
- Pipeline Transport
- Ports
- Mass Transit
- Public Housing
- State Schools
- Public Spaces

# Critical Infrastructure Areas for Growth

- Railroads
- Sewage
- Sluices
- Solid Waste
- Southern Border Wall
- Telecommunication
- Utilities
- Water Supply
- Weirs
- Wastewater

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**Thank You for Your Time and Participation!**

*Questions?*  
*Comments?*

*Praise?*  
*Complaints?*

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## Contact Information: *Kevin P. Young*

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*KPYoung & Associates, Inc.*

*Business Strategy & Marketing Consulting*

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<http://business.gmu.edu>

## Consultant Overview: *Kevin P. Young*

*“Kevin comes at Go to Market strategy with blended expertise after many years as a Marketing professional, Marketing consultant and Marketing adjunct professor ... He has guided companies of all sizes, especially Federal Contractors, with successful strategizing, planning and executing of best practices in areas that include brand, image and promotion, thought leadership, and marketing and business development campaigns ... I have seen Kevin ‘in action’ in the board room as well as classroom; he’s the real deal.”*



*– Mark A. Amtower*

**Industry Coach, Speaker, Radio Host and Author,**

*“SELLING TO THE GOVERNMENT: What It Takes to Compete and Win in the World’s Largest Market” (John Wiley & Sons, Inc.)*





*Kevin Young  
(far right) as an  
industry guest  
panelist at  
immixGroup Annual  
Government IT Sales  
Summit in Reston, VA;  
topic was “A Failure  
to Communicate: Four  
Steps to Improving  
Sales and Marketing  
Outcomes”*

**KPYOUNG & ASSOCIATES, INC.**  
**“YOUR FEDERAL GOVERNMENT TRUSTED ADVISORS™  
FOR SUCCESSFULLY NAVIGATING THE WORLD’S  
LARGEST MARKET”**