Virginia Procurement Technical Assistance Center (PTAC) / Federal Government Contracting Webinars: Kevin P. Young & Thomas L. Springer

Winning and Sustaining Business with the U.S. Federal Market":

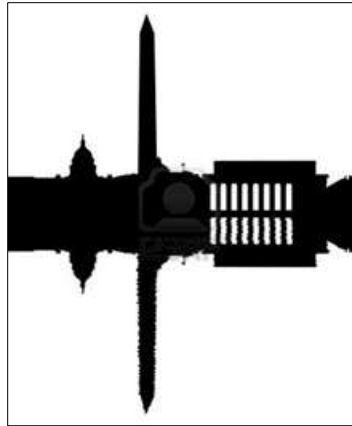*"Targeting and Engaging Federal Customers"* (September 14, 12:30 p.m. to 2 p.m.)

"Best Practice Go-to-Market Planning and Execution" (September 21, 12:30 p.m. to 2 p.m.)

"Business Development, Capture Strategy and Proposal Response" (September 28, 12:30 p.m. to 2 p.m.)

Special Guest Tom Springer on *"Federal Government Contractor Solutions to Maximize Enterprise Value in the areas of Growth, Transaction and Optimization Management"*

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PART I – WINNING AND SUSTAINING BUSINESS WITH THE U.S. FEDERAL MARKET / *"TARGETING AND ENGAGING FEDERAL CUSTOMERS"*

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A Customized Plan of Engagement = Success

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

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SPECIAL INSERT

Trainer Overview: *Kevin P. Young*

- **Board memberships include *Consequence of Sound™*, 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*

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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

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.)*

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FEDERAL GOVERNMENT CONTRACTING IS NOT NEW …

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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.		

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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.	

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Why the U.S. Federal Government Market?

		FACT #3
		Most of these 780,000-plus Contractors will see an annual gross revenue of $0.00 due to the complexity, cyclicality and competitiveness of Federal Government procurements.

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Why the U.S. Federal Government Market?

FACT #1	FACT #2	FACT #3
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.	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.	Most of these 780,000-plus Contractors will see an annual gross revenue of $0.00 due to the complexity, cyclicality and competitiveness of Federal Government procurements.

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A Customized Plan of Engagement = Success

- **Business-to-Government "minefields" include:**
  - Contracting Fundamentals
  - Procurement Cycles, Vehicles and Channels
  - Contract Award Slippages

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  - ❏ Contract Award Protests
  - ❏ Federal Acquisition Regulation (FAR) and Audits
  - ❏ Federal Cost Accounting Standards (CAS) and Audits

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  - ❑ Federal Cost Accounting Standards (CAS) and Audits
  - ❑ Timekeeping and Labor Regulations
  - ❑ Security Clearances, Processes and Audits
  - ❑ Ethical, Legal and Regulatory Compliance

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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."

A Customized Plan of Engagement = Success

- **... Not to Mention:**
  - ❏ Federal Government *"Business As Usual"* …
    - ■ Congressional In-Fighting
    - ■ Continuing Budget Resolutions
    - ■ Sequestrations
    - ■ Forced Shutdowns
    - ■ National Elections "Freeze"
    - ■ Mid-Term Elections "Freeze"

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Washington Has Always Had Some Dysfunction

"If one morning I walked on top of the water across the Potomac River, the headline that afternoon would read: 'PRESIDENT CAN'T SWIM'.

Lyndon Baines Johnson
(D-Texas) | 1908 to 1973
36th President of United States

Setting the Offense for Federal Contractors

Strategy, Gap Analysis and Gap Remediation		
Market Analysis, Knowledge and Dynamics		
Target Market Identification		
Business Transformation		
Business Infrastructure		
Brand, Image and Promotion		
Thought Leadership		
Business Development		

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SPECIAL INSERT

Setting the Offense for Federal Contractors

	Go-to-Market Planning and Execution	
	Situational Analysis (SWOT)	
	Solution Offering(s)	
	Competitive Analysis and Positioning	
	Brand, Image and Promotion Programs	
	Thought Leadership Programs	
	Business Development Campaigns	
	Goals, Metrics and Demand Projections	

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Setting the Offense for Federal Contractors

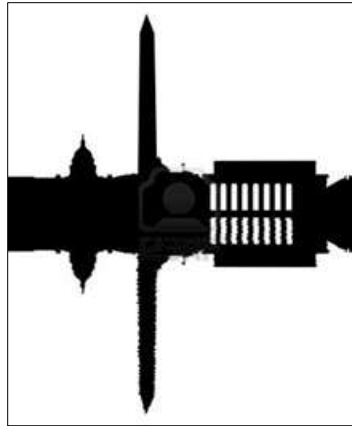|		Pipeline Development and Management
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		Pursuit and Capture: Direct to Federal Government; via Procurement Schedules; via Prime Contractors; and via "Affiliated Agent" Status

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Setting the Offense for Federal Contractors

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NOW TURNING IT OVER TO SPECIAL GUEST TOM SPRINGER OF SPRINGER LAWSON & ASSOCIATES …

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PART II – WINNING AND SUSTAINING BUSINESS WITH THE U.S. FEDERAL MARKET / "BEST PRACTICE GTM PLANNING AND EXECUTION"

BEST PRACTICES TO MARKET TO FEDERAL GOVERNMENT

"Know What You Don't Know" …

- ***Potomac Tech Wire*** • **FBC** • **GovConectx** • **NCSI**

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SPECIAL INSERT

"Know What You Don't Know" …

- ***Potomac Tech Wire* • 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

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- **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

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- **Licensed Market Knowledge:** Bloomberg Government | Deltek GovWinIQ | Govini | Repperio | PTAC | And More

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SPECIAL INSERT

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SPECIAL INSERT

Sources for Proven Market and Competitive Knowledge

INDUSTRY SOURCES	PRIMARY RESEARCH	SECONDARY RESEARCH
Federal Program Offices (PMOs)	✔	
Federal Procurement / Contract Offices (COs)	✔	
Industry Experts and Influencers	✔	
Strategic Plans: Agencies and Departments		✔
Office of Management and Budget (OMB)		✔
U.S. General Services Administration / GSA Federal Procurement Data System (FPDS)		✔
SUBSCRIPTIONS: Bloomberg Government, Deltek GovWinIQ, Govini, Repperio, et al	✔	✔
Federal Prime Contractors	✔	
OTHER: BidNet, Federal Business Opportunities (FBO), FedConnect, U.S. Grants, PTAC, et al		✔

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Go to Market Planning and Execution

Enhanced Industry Toolkit		
Mission, Vision and Value Proposition		
Business Cards		
Business Promotion and Branded Apparel		
Credentials PDF		
Credentials PPT		
Proposal Boilerplate		
Website Microsite / Mobile Application		

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Go to Market Planning and Execution

	Associations and Organizations	
	Memberships, Partnerships and/or Sponsorships (TBDs) Potentially … Air, Space & Cyber Conference; Air Warfare Symposium Armed Forces Communications and Electronics Association (AFCEA) Association of the United States Army (AUSA) Association for Unmanned Vehicle Systems International (AUVSI) Navy League Sea-Air-Space (SAS) Space Foundation	

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Go to Market Planning and Execution

		Media: Broadcast, Print and Social
		1105 Government Information Group: *Defense Systems* *Federal Computer Week* *Government Computer News* *Washington Technology*
		Federal News Radio / WFED 1500 AM
		Federal Times
		Government Executive Magazine
		Virginia Business
		Washington Business Journal
		Washington Post / Capital Business

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Go to Market Planning and Execution

| Enhanced Industry Toolkit	Associations and Organizations	Media: Broadcast, Print and Social
Mission, Vision and Value Proposition	Memberships, Partnerships and/or Sponsorships (TBDs) Potentially …	1105 Government Information Group: *Defense Systems Federal Computer Week Government Computer News Washington Technology*
Business Cards	Air, Space & Cyber Conference; Air Warfare Symposium	
Business Promotion and Branded Apparel		Federal News Radio / WFED 1500 AM
Credentials PDF	Armed Forces Communications and Electronics Association (AFCEA)	*Federal Times*
Credentials PPT		
Proposal Boilerplate	Association of the United States Army (AUSA)	*Government Executive Magazine*
Website Microsite / Mobile Application	Association for Unmanned Vehicle Systems International (AUVSI)	*Virginia Business* *Washington Business Journal*
	Navy League Sea-Air-Space (SAS) Space Foundation	*Washington Post / Capital Business*

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Marketing Campaign Effectiveness

Targeted:
- Boot Camps / Seminars
- Executive Events at Conferences
- Speaking Engagements / White Papers at Conferences
- Sponsorships / Executive Events at Golf and Tennis Tournaments

Relationship:
- Business Partnerships and Alliances Program
- Channel Development Program
- Executive Network Program
- Industry Influencers Program

TRADITIONAL
INTERCEPT
TARGETED
RELATIONSHIP

PROSPECTS
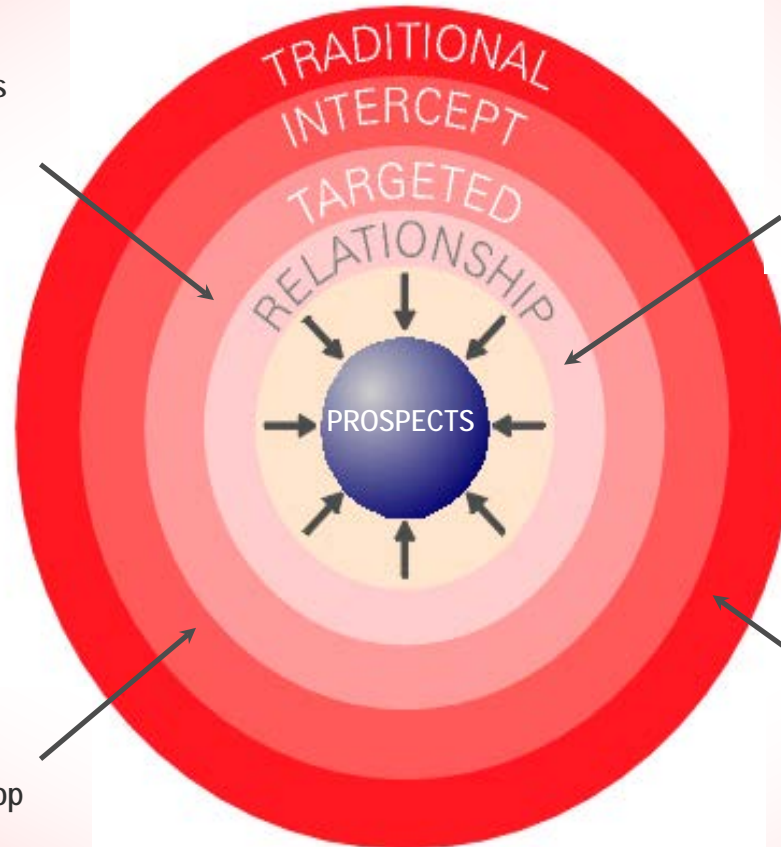
Intercept:
- Classified Advertisements
- Conference / Industry Workshop Attendees' Lists
- Contract Award Databases
- Merger & Acquisition Candidates

Traditional:
- Advertising / Business Promotion
- Collateral Literature
- Direct Mail / Telemarketing
- Media / Public Relations
- Website and Microsite(s)

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Largest U.S. Federal Government Contractors[*]

1. **Leidos**

2. **General Dynamics**

3. **Northrop Grumman**

4. **Lockheed Martin**

5. **Raytheon**

6. **Boeing**

7. **Booz Allen Hamilton**

8. **Perspecta** *(nee DXC Public Sector, Vencore and Keypoint)*

9. **Science Applications International (SAIC)**

10. **CACI International**
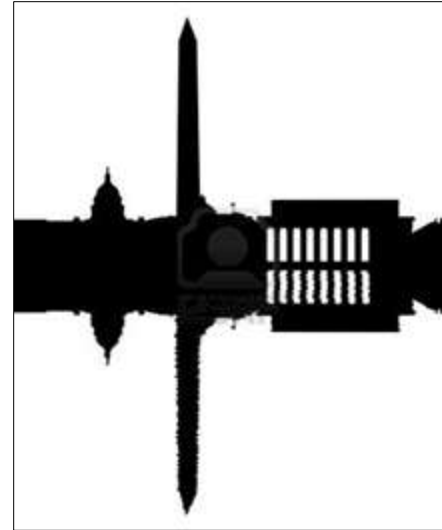
Other Top 25 U.S. Federal Contractors[*]

Accenture

AECOM

AT&T

BAE Systems

Deloitte

Jacobs Engineering Group

Harris

IBM

KBR

PAE

Verizon Communications

* Based on their fiscal 2018 prime contracts in IT, systems integration, professional services and telecommunications; Sources: Federal Procurement Data System and Washington Technology.

NEAR-TERM AND LONGER TERM TECHNOLOGY NEEDS

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
- Edge Analytics
- Employee Workforce Development

Near-Term and Long-Term Technologies

- Enterprise Agile Transformation
- 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

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CRITICAL INFRASTRUCTURE AREAS FOR GROWTH

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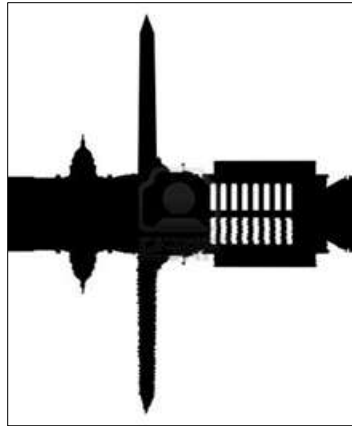# Critical Infrastructure Areas for Growth

- 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

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51

Critical Infrastructure Areas for Growth
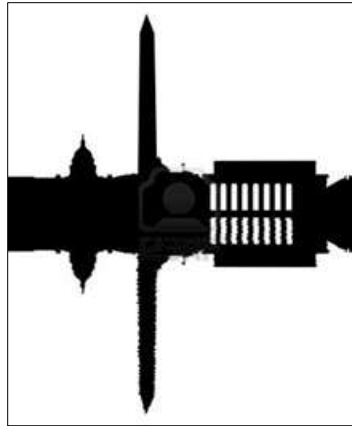
- Railroads
- Sewage
- Sluices
- Solid Waste
- Southern Border Wall
- Telecommunication
- Utilities
- Water Supply
- Weirs
- Wastewater

NOW TURNING IT OVER TO SPECIAL GUEST TOM SPRINGER OF SPRINGER LAWSON & ASSOCIATES …

PART III – WINNING AND SUSTAINING BUSINESS WITH THE U.S. FEDERAL MARKET / *"BD, CAPTURE STRATEGY AND PROPOSAL RESPONSE"*

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Best Practices to Sell to Federal Government

- **Must have proven, manageable and measureable:**
  - ❑ **Market Knowledge**

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- **Must have proven, manageable and measureable:**
  - ❑ Market Knowledge
  - ❑ **Competitive Intelligence**

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Best Practices to Sell to Federal Government

- **Must have proven, manageable and measureable:**
  - ❑ Market Knowledge
  - ❑ Competitive Intelligence
  - ❑ **Lead Screening Process**

Best Practices to Sell to Federal Government

- **Must have proven, manageable and measureable:**
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  - ❑ Competitive Intelligence
  - ❑ Lead Screening Process
  - ❑ **Balanced Pipeline Development Process (i.e. "TCVs")**

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Best Practices to Sell to Federal Government

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  - ❑ Lead Screening Process
  - ❑ Balanced Pipeline Development Process (i.e. "TCVs")
  - ❑ **Capture Strategy Process**

Best Practices to Sell to Federal Government

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  - ❏ Balanced Pipeline Development Process (i.e. "TCVs")
  - ❏ Capture Strategy Process
  - ❏ **Proposal Response Process**

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Best Practices to Sell to Federal Government

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  - ❑ Lead Screening Process
  - ❑ Balanced Pipeline Development Process (i.e. "TCVs")
  - ❑ Capture Strategy Process
  - ❑ Proposal Response Process
  - ❑ **Lessons Learned Process**

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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

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Four Paths to Sell to U.S. Federal Government

- **Example for targeting U.S. Department of Defense:**
  - ❑ **Direct**

Four Paths to Sell to U.S. Federal Government

- **Example for targeting U.S. Department of Defense:**
  - ❑ Direct
  - ❑ **Via Procurement Schedules**

Four Paths to Sell to U.S. Federal Government

- **Example for targeting U.S. Department of Defense:**
  - Direct
  - Via Procurement Schedules
  - **Via Prime Contractors**

Four Paths to Sell to U.S. Federal Government

- **Example for targeting U.S. Department of Defense:**
  - Direct
  - Via Procurement Schedules
  - Via Prime Contractors
  - **Via *"Affiliated Agents"***
    - **Carahsoft Technology**
    - **immixGroup**
    - **DLT, Other(s)**

Four Paths to Sell to U.S. Federal Government

- **Example for targeting U.S. Department of Defense:**
  - Direct
  - Via Procurement Schedules
  - Via Prime Contractors
  - Via *"Affiliated Agents"*
    - Carahsoft Technology
    - immixGroup
    - DLT, Other(s)

Federal Government Contract Vehicles

- **A contracting vehicle is a "hunting or fishing license" for Federal Government Contractors … It allows them to market, sell and deliver their products and services … It provides a defined list of offerings and prices from which to choose.**

- **Three most common contract vehicles are:**

  - GSA Schedule Contracts … *Note: Full consolidations to a Multiple Awards Schedule (MAS) are under way*

  - Indefinite Delivery / Indefinite Quantity (ID/IQ) Contracts

  - Government-Wide Acquisition Contracts (GWACs)

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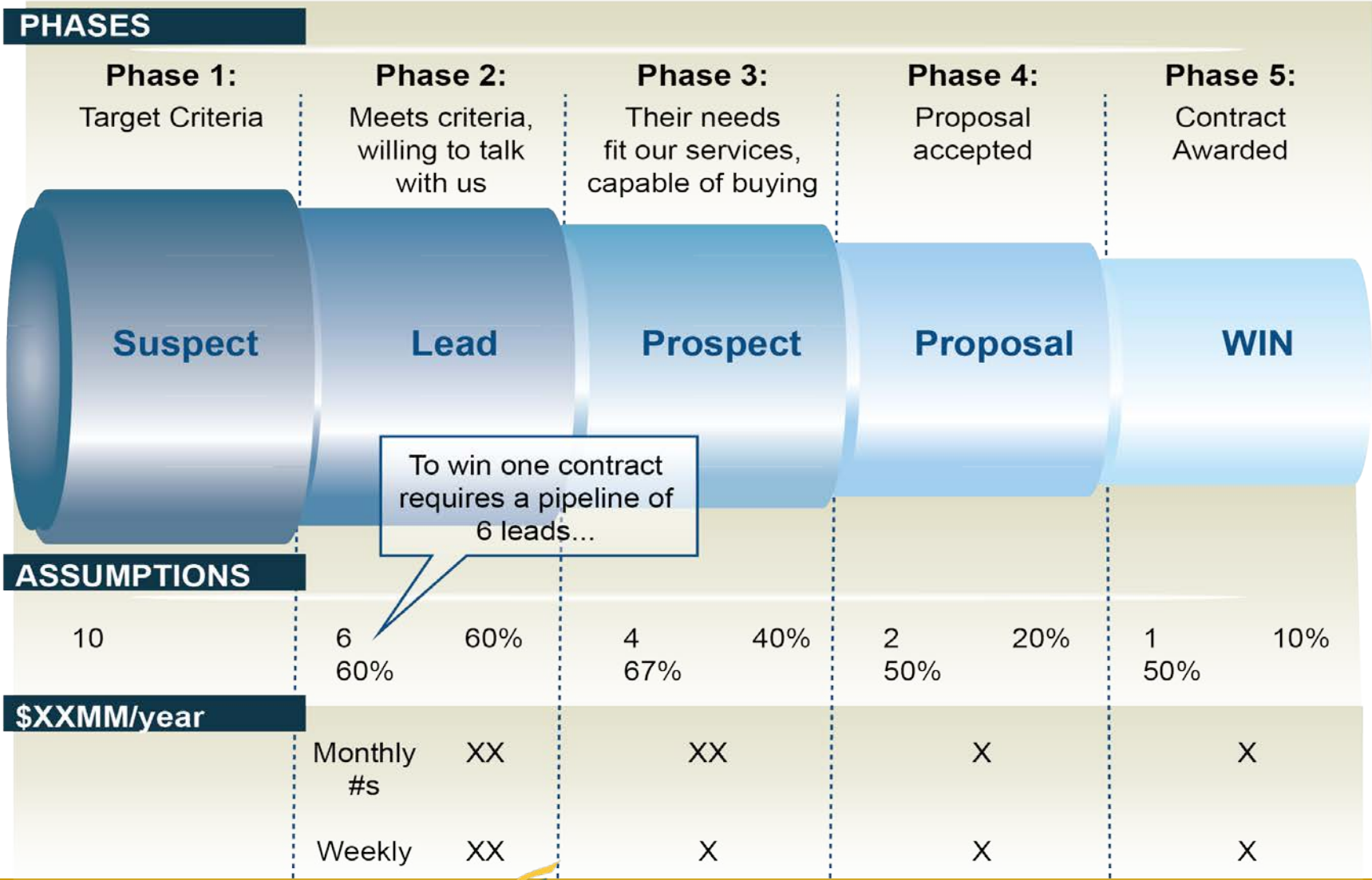
Federal Government Contract Vehicles

- **GSA Schedule Contracts:** Managed by U.S. General Services Administration that creates a price list for products to purchase – from office supplies to weapons and ammunition … *Many contractors have position.*

- **Indefinite Delivery / Indefinite Quantity (ID/IQ) Contracts:** Designed for more complex services or major system integration projects … *Select contractors have position.*

- **Government-Wide Acquisition Contracts (GWACs):** Managed by one Agency / Department, but made available to the entire Federal Government … *Select contractors have position.*

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Federal Government Contract Vehicles

- In addition, **Blanket Purchase Agreements (BPAs)** held at other Agencies / Departments can be utilized if given the permission by the signing contracting officer.

- Finally, **Set-Aside Contracts** are for a defined class, including 8(a) Business Development • HUBZone • Woman Owned Small Business (WOSB) • Economically Disadvantaged Woman Owned Small Business (EDWOSB) • Small • Small Disadvantaged • Service-Disabled Veteran Owned Small Business (SDVOSB)

Proven Pipeline Development Process

PHASES

Phase 1:	Phase 2:	Phase 3:	Phase 4:	Phase 5:
Target Criteria	Meets criteria, willing to talk with us	Their needs fit our services, capable of buying	Proposal accepted	Contract Awarded
Suspect	**Lead**	**Prospect**	**Proposal**	**WIN**

> To win one contract requires a pipeline of 6 leads…

ASSUMPTIONS

10		6 60%	60%	4 67%	40%	2 50%	20%	1 50%	10%

$XXMM/year

	Monthly #s	XX	XX	X	X
	Weekly	XX	X	X	X

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Lead Screening Document and Process

	SUSPECT	LEAD	PROSPECT	PROPOSAL UNDER WAY	PROPOSAL SUBMITTED
DEFINITION OF CAPTURE STAGE	Those potential opportunities identified to have HLG's *"key search words / terms"* and are obtained via: o Federal Program Offices (PMOs) o Federal Procurement / Contract Offices (COs) o Industry Experts and Influencers o Agency and/or Department Strategic Plans o U.S. Office of Management and Budget (OMB) o U.S. General Services Administration (GSA) o GSA Federal Procurement Data System (FPDS) o Deltek *GovWinIQ* o Bloomberg Government (B-Gov) o Govini o Federal Business Opportunities (FBO) o An *"Authorized Agent"* of company such as immixGroup or Carahsoft Technology o Other	**ACTIVE LEAD:** HLG primary targeted U.S. Federal Agency / Department: Department of Defense (DoD), Department of Homeland Security (DHS), Postal Service (USPS) or Government Printing Office (GPO) … Or secondary targeted Agency / Department: Department of Agriculture (USDA) or Department of Interior (DOI). Procurement fits HLG's strategic direction. We have or are working on client relationship(s) with key decision maker(s) and influencer(s). We know or are obtaining client's primary requirements and issues. Client has requirement(s) where we may have offering(s), technical solution(s), pricing and past performances as single provider or in partnership with other provider(s); i.e., prime contractor / subcontractor role. Client has requested program funding. Procurement will occur within 15 months. **INACTIVE LEAD:** All of the above; however, procurement will occur in more than 15 months.	HLG primary or secondary targeted U.S. Federal Agency / Department. Procurement fits HLG's strategic direction. We have strong client relationship(s) with key decision maker(s) and/or influencer(s) – Program Office as well as Contract Office. We know the client's primary requirements and issues. Client has requirement(s) where we definitely have offering(s), technical solution(s), pricing and past performances as single provider or in partnership with other provider(s). We have available resources and skill set(s) to successfully respond. Client has secured program funding. Procurement will occur within 12 months. Assumed "fair" procurement, where client's stakeholders are predisposed to HLG as *"neutral"* or *"positive."* We have some competitive advantage. Capture strategy and execution under way; in active pursuit. HLG's risk is acceptable.	HLG now has in-house Federal Government-generated: o Sources Sought o Request for Information (RFI) o Request for Qualification (RFQ) o Draft Request for Proposal (DRFP) or o Formal Request for Proposal (FRFP) Response under way – evaluation criteria, compliance matrix, technical solution(s), pricing, past performances compliance, et al – as single provider or in partnership with other provider(s); i.e., prime contractor / subcontractor role.	Responded to Federal Government-generated Sources Sought, Request for Information (RIF), Request for Qualification (RFQ), Draft Request for Proposal (DRFP) or Formal Request for Proposal (FRFP) and awaiting decision and/or next steps. Next steps for Sources Sought, Request for Information (RIF) or Request for Qualification (RFQ) = Draft Request for Proposal (DRFP) or Formal Request for Proposal (FRFP). Next step for Draft Request for Proposal (DRFP) = Formal Request for Proposal (FRFP). Decision for Formal Request for Proposal (FRFP): o Won o Won – *But Protested* o Lost o Lost – *But Protested* o Procurement Deferred Indefinitely o Procurement Cancelled .

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Be True to Lead Screening and Process Criteria

1. YOUR primary targeted U.S. Federal Agency / Department / Office.

2. Procurement fits YOUR strategic direction.

3. YOU have strong client relationship(s) with key decision maker(s) and/or influencer(s) – Program Office as well as Contract Office.

4. YOU know the client's primary requirements and issues.

5. Client has requirement(s) where YOU definitely have offering(s), technical solution(s), pricing and past performances as single provider or in partnership with other provider(s).

6. YOU have available resources and skill set(s) to successfully respond.

7. Client has secured program funding.

8. Procurement will occur within 12 months.

9. Assumed "fair" procurement, where client's stakeholders are predisposed to YOU as "neutral" or "positive."

10. YOU have some competitive advantage.

11. Capture strategy and execution under way; in active pursuit.

12. YOUR risk is acceptable.

Opportunity Pursuit and Capture Process*

Key Customer Actions

Budget Approval · RFI · DRFP · FRFP · ENs FPR · Contract Award

Feedback Through Lessons Learned Knowledge Base

0 ID/Track · **1** Qualification · **2** Pursuit · **3** Capture · **4** Proposal · **5** Post-Submittal

Opportunity Selection Review

Opportunity Qualification Review

Pursue/ No-Pursue Review

TRR, XPR, PRR, etc.

Bid/ No-Bid Review

Gold, Blue, Red, Green, Risk

Final Content Review/ Delivery

ESR

Lessons Learned

J9461-BDO-329

CRM Status	CRM Status	CRM Status	CRM Status	CRM Status	CRM Status
Qualification	Pursuit	Capture	Proposal	Submitted	Won
ID/Track	No Pursue	No Pursue	No-Bid	No-Bid	FPR
No Pursue					In Protest
					Lost
					Dead

(This slide used with permission by SAIC.)*

TRR: Technical Readiness Review
XPR: Execution Planning Review
PRR: Proposal Readiness Review
ENs: Evaluation Notices
FPR: Final Proposal Revisions
ESR: Execution Startup Review

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Proposal Response / *Four Proven Tips …*

- **First steps are *Project Plan* and *Compliance Matrix***

- **Heed Tom Clancy[*] advice: *"Get the readers' attention … Keep the readers' attention"***
  - (* Best-selling author of *The Hunt for Red October, Patriot Games, Clear and Present Danger, The Sum of All Fears*, et al)

- **Importance of *Win Themes* in ALL sections of proposals**

- **Those *Win Themes* – those value propositions, those differentiators – can be high-impact intangibles**

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RFX Response / *Seven High-Impact Intangibles*

- **For onsite or virtual staffing:** *"24 / 48 / 72"* **model**

- **For Account / Delivery / PMO Directors: Project Management Institute (PMI) Project Management Professional (PMP)® or Certified Associate in Project Management (CAPM)® certification**

- **For All Delivery Personnel:** *Government Market Master*™ **Certification**

- ***Superior Service Guarantee* for Service Level Quality, Timetables and Budgets**

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RFX Response / *Seven High-Impact Intangibles*

- *Customer Value Index (CVI)* **Survey, Process and Methodology for Satisfaction, Loyalty and Advocacy**

- **All work will be completed in the spirit of The Malcolm Baldrige National Quality Award (MBNQA) standards**
  - All processes Documented, Measured and Repeated
  - United States Department of Commerce

- **"Whenever feasible, we will leverage (state / city)-based staff members for the (client) account – ensuring this contract will benefit our state residents and our local businesses"**

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Thank You for Your Time and Participation!

Questions?
Comments?

Praise?
Complaints?

Contact Information: *Kevin P. Young*

Managing Partner

KPYoung & Associates, Inc.

Business Strategy & Marketing Consulting

IRS S Corporation | DUNS 023487298

8429 Mary Jane Drive

Manassas, VA 20112-4710

703-794-1100 office

540-287-8500 mobile

kevinpyoung@earthlink.net

www.linkedin.com/in/kevinpyoung

Adjunct Professor of Marketing

George Mason University (GMU)
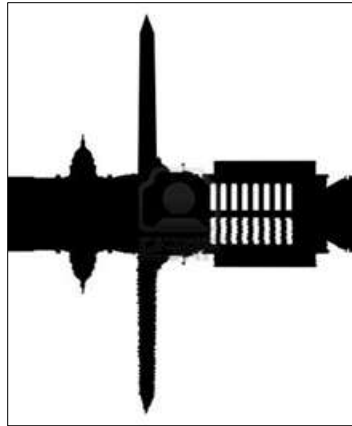
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135 Enterprise Hall

MSN: 5F4

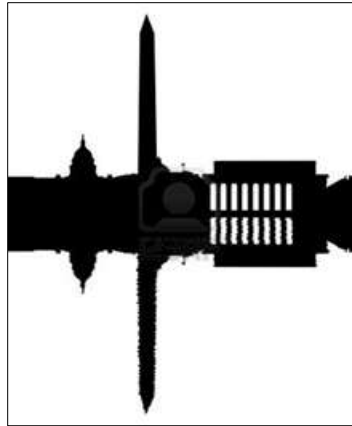Fairfax, VA 22030

703-794-1100 office

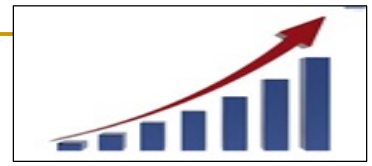540-287-8500 mobile

kyoung6@gmu.edu

http://business.gmu.edu

NOW TURNING IT OVER TO SPECIAL GUEST TOM SPRINGER OF SPRINGER LAWSON & ASSOCIATES …

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BONUS MATERIALS …

Federal Contractor Growth Strategies

- **Same Products and Services in Same Industries and Markets**

- **Same Products and Services in New Industries and Markets**

- **New Products and Services in Same Industries and Markets**

- **New Products and Services in New Industries and Markets**

- **Business Partnerships and Alliances**

- **Mergers and Acquisitions**

Commonwealth of Virginia / Overview

- **Southern United States as well as Mid-Atlantic**

- **Nicknamed *"Old Dominion"* and *"Mother of Presidents"***

- **Estimated population exceeds 8.4 million**

- **Capital is Richmond … Virginia Beach most populous city**

- **Largest metro is Washington MSA**

- **Highest Federal Civilian, Defense and Intelligence spending of any state in United States**

- **12 percent of all Federal procurements spent in Virginia**

Commonwealth of Virginia / Government[*]

Secretarial Area Title	FY17 Total Dollars	FY18 Total Dollars
Education	$18,404,594,722	$18,788,354,149
Executive Offices	$65,594,202	$65,625,698
Health and Human Resources	$14,213,511,573	$14,431,993,427
Public Safety and Homeland Security	$2,924,517,649	$2,965,775,197
Legislative	$83,442,428	$83,469,219
Judicial	$517,663,816	$518,451,221
Transportation	$6,852,253,419	$6,524,884,354
Central Appropriations	$259,875,945	$343,325,636
Independent Agencies	$569,977,497	$599,501,870
Administration	$2,839,904,470	$2,980,692,293
Finance	$3,134,751,765	$2,560,564,837
Natural Resources	$443,576,702	$377,564,648
Commerce and Trade	$932,202,652	$945,951,282
Technology	$420,017,259	$413,467,045
Agriculture and Forestry	$107,329,157	$107,828,840
Veterans and Defense Affairs	$79,855,989	$81,703,829
	$51,849,069,245	**$51,789,153,545**

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Commonwealth of Virginia / Procurement*

- **eVA is Commonwealth of Virginia's web-based vendor registration and purchasing system**

- **www.eva.virginia.gov**

- **Allows state agencies, colleges, universities and local governments to use eVA to conduct all purchasing and sourcing activities for products and services**

- **Sourcing functionality supports sealed, unsealed and reverse auction procurements and includes public posting, vendor invitations via email and efax … Accepting electronic bids / quotes and proposals … And placing orders / contracts electronically (email, efax, cXML, EDI)**

- **Virginia's goal is to increase participation of small, woman-owned and minority-owned businesses (SWaM) in its purchases of products and services**

Commonwealth of Virginia / Procurement[*]

- **Purchasing functionality includes online requisitioning, contract, non-contract and punch-out catalog shopping; dynamic approval workflow; electronic order delivery to vendor; and online receiving**

- **System includes full electronic integration – real time and batch – to multiple ERP / Financial systems**

- **Handles 16,000-plus solicitations per fiscal year**

- **Involved in more than 90% of state spend per fiscal year**

- **Saves state $30M-plus per year in procurement process**

- **For suppliers / vendors: FREE registration … Access to business opportunities … Notification on new bidding opportunities … Online bidding … Public procurement reports … And eVA customer care support**

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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"

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Trainer Overview: *Kevin P. Young*

Contractor Clients	Government Clients
Capgemini Government Solutions (CGGS)	Broadcasting Board of Governors (BBG)
THE CENTECH GROUP	Department of Defense (DOD)
Computer Sciences Corporation	Department of Energy (DOE)
Deltek	Department of Health and Human Services (HHS)
FIBERTEK	Department of Homeland Security (DHS)
Global Contact Services	Department of Justice (DOJ)
Hollingsworth Logistics Group	Department of State
Information Builders	Department of the Treasury
ITT Exelis	Department of Veterans Affairs (VA)
Leidos	National Aeronautics and Space Administration (NASA)
MicroTech	Postal Service (USPS)
Native American Management Services (NAMS)	Small Business Administration (SBA)
Northrop Grumman	
SUNTIVA	

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