



Marketing to Win: How to Identify the Real Decision-makers and Tailor Your Message

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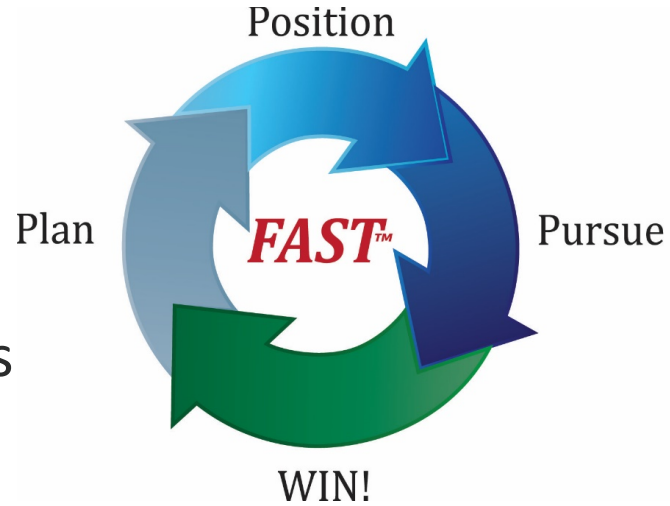
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MAY 23 - 25, 2016 | ATLANTA, GA

Agenda

- Disappearing act
- First impressions
- Mitigating risks
- Identifying real decision makers
- Layers of decision makers
- How and why they choose
- Marketing and positioning tools



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Disappearing Act?

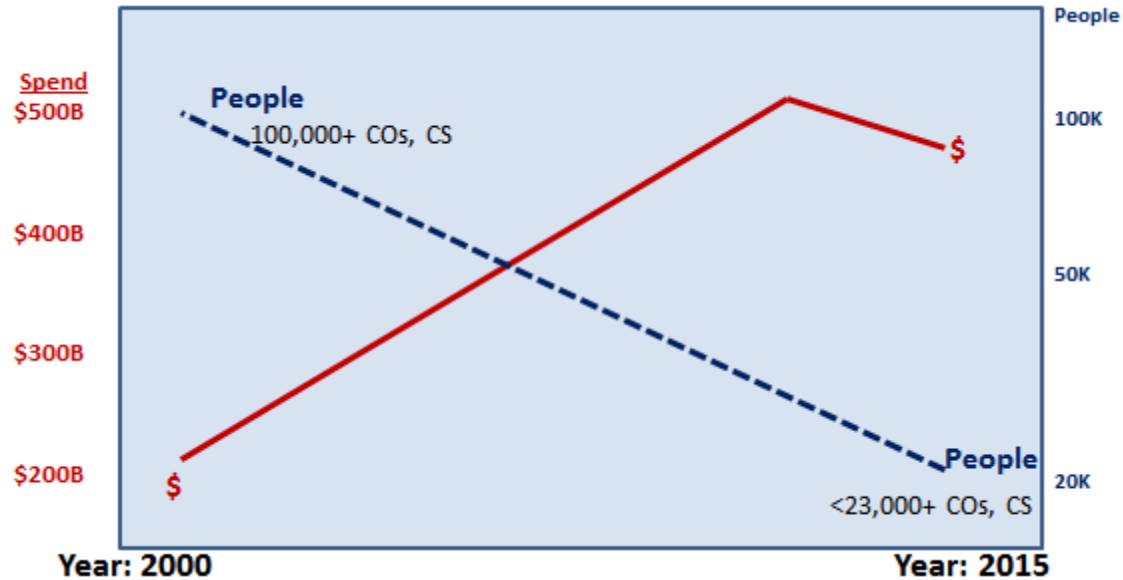
- In 2000, \$200 Billion in Contracts
 - Over 100,000 contracting and acquisition staff
- In 2013, \$500 Billion in contracts
 - Fewer than 23,000 contracting and acquisition staff employed
- In 2015, government experiencing a 23% retirement of baby boomers in Contracting and Acquisition
- Cannot hire more government employees

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Decision-makers vs. Spending Years 2000-2015



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Take-away?

Decision-makers have no time to (waste):

- Educate vendors
- Develop unique contract vehicles
- Research vendors

*Decision-makers need informed, solid, strong, stable,
experienced vendors now!*

Government Recommendations

What Really Works:

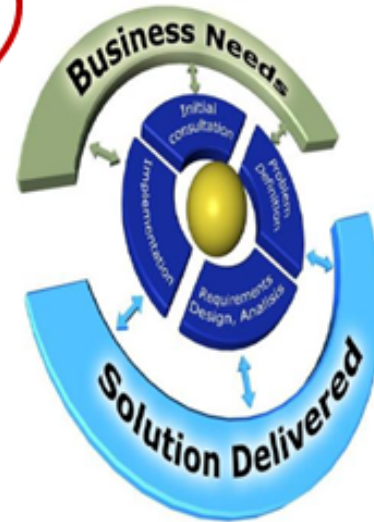
- Market Research, Business & Financial Plan
- Network, Communication, & Relationships
- Past Performance & Continuous Marketing
- Being Prepared, Patient, & Persistent

Small Businesses:

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

Large Businesses:

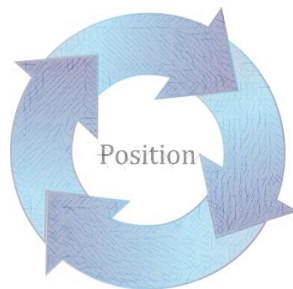
- Important Partners of the Equation



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First Impressions are Critical

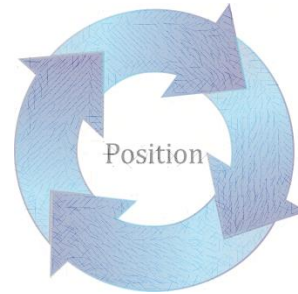
- **Be professional**
 - Ex: email, website, typos
 - No clip art, stock graphics
- **Know your niche!**
- **Do not try to be all things**
- **Lead with your expertise**
- **Prove it!**
- **Mitigate risk**



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10 Steps to Mitigating Risk

1. Perfect registrations in SAM and SBDS
2. Create a strong niche statement
3. Practice a 20 second elevator pitch
4. Use a powerful Capability Statement
5. Past performance is king!
6. Financial stability
7. Capacity
8. Partners
9. Craft strong RFP responses
10. Debriefing- win or lose



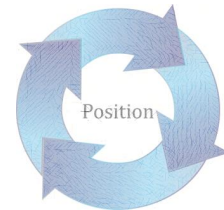
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Perfect Registrations?

Today, **how does your firm look**
in the eyes of your federal targets?



SAM.gov and SBA Profile at dsbs.sba.gov/dsbs



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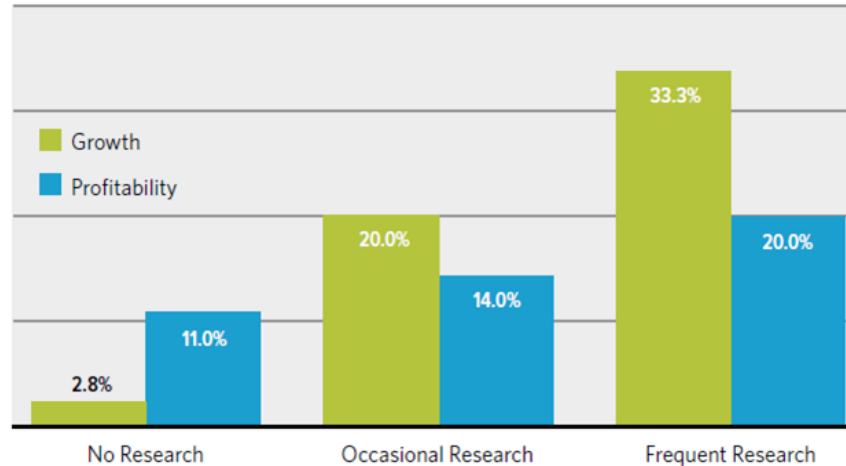
Perfect Registrations?

Typical scoring on SAM and SBDS

- **A** = clearly set yourself apart from competitors,
not risky, memorable **Less than 2%**
 - **B** = possible chance
-
- **C** = average = failure **98% will fail the first cut**
 - **D** = life support
 - **F** = dead in the water

The Impact of Customer-Based Research

Figure 1.1. 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

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Identifying The Real Decision Makers

- Government Contracting: Strict Process as per the Federal Acquisition Regulations (FAR)
- *Not* Top-Down
- Three layers of decision makers
- Size of purchase determines decision makers
- Each layer has different purpose and responsibility

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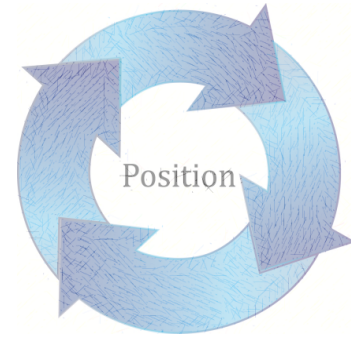
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Contacts Have Different Roles/Concerns

- **Small Business Representatives:**

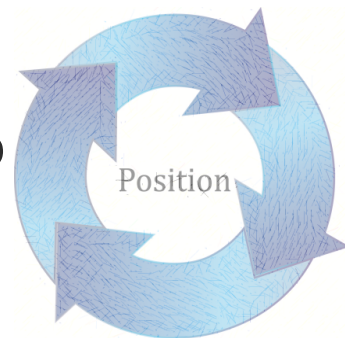
The Support (OSDBU, SB Rep, PCR, CMR)

- What assistance do you need
- What have you done already
- What Certifications and/or Set-Asides Exists
- OSDBU's are NOT YOUR SALES FORCE



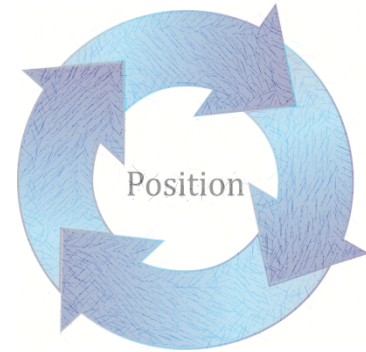
Contacts Have Different Roles/Concerns

- **Contracting Officers (CO) or (KO)- The Rules**
 - Do you know the rules?
 - Streamlined purchasing access: vehicle
 - What is your past performance (related to opportunity)



Contacts Have Different Roles/Concerns

- **Program Managers (PM)**- The Work
 - Your knowledge of our agency's problem
 - Your ability to solve the problem
 - Your ability to offer value to your solution
- **End Users**- The Source
 - Source of information
 - How are things done currently
 - How could your solution benefit them



How Decision-makers Choose

- 50-80++ companies reaching out every day
- Can't meet with everyone
- How to narrow down the list
- Choose best candidates
- Spend what limited time they have to meet with qualified vendors
- **Develop trusted relationships**

Target	Message	Tool
Small Business Rep	Credible Vendor	Entry Email Phone Call Capability Statement
Contracting Officer	Credible Bidder	Entry Email Phone Call Capability Statement PPIRS or CPARS
Program Manager	Experts	Entry Email Phone Call Capability Statement PPIRS or CPARS White Paper
End User	We Can Help	Entry Email Phone Call Capability Statement PPIRS or CPARS White Paper Case Study

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Know How the Government Buys

Purchase Vehicles

Make it easy to do business with you!

- Credit Card: P-card, purchase card
- GSA Schedule
- GWACs
- BPA
- IDIQ
- HUBZone, 8(a), WOSB, SDVOB Certifications



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Size Matters to Decision Makers

- **Under \$3,000 per transaction**
 - Immediate credit card sale (anyone)
- **Under \$25,000 per transaction**
 - 3 bids, same day decision (CO)
- **Between \$25,000 and \$150,000**
 - Advertised, best value (CO & PM)
- **Over \$150,000**
 - Competitive bid, 3-6+ months (CO, SB & PM, entire team)

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Where to Get Noticed

Person to person

- Conferences
- Vendor outreach sessions
- Agency and base events
- Matchmaking
- Associations, social events



Virtual

- Email, blog, Facebook,
- Twitter, LinkedIn, Google+    

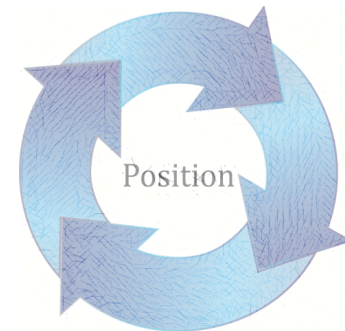
Referral

- From decision-makers

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Marketing Tools

- Government registrations
 - SAM, SBDS, Agencies
- Your business card
- Your targeted Capability Statement
- Your web site
- Case studies
- White papers
- Public Relations
- CRM system
- Contract vehicle
- Advertising (?)
- Lead generators (no!)

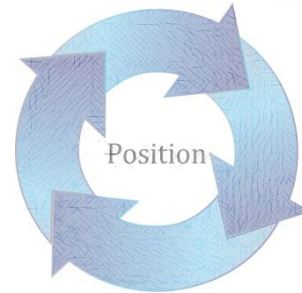


Action Step: Review your marketing tools for effectiveness

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Business Card

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

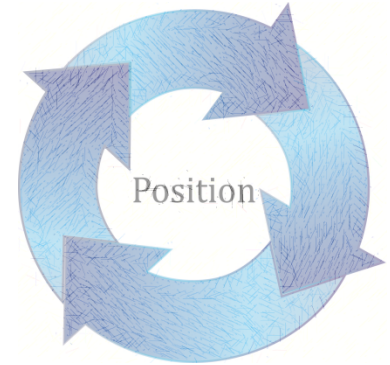


Action step: Update your business card

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Positioning Tools Required

- **Perfect registrations**
- **Opportunity identifier: Past, present, future**
- 1 page targeted **Capability Statement** to identify your:
 - Core Competencies
 - Past Performance
 - Differentiators
 - Company Data
- **Bid-no-bid process**
- Quickly identify the **decision-maker**, her/his responsibility & level of interest in your business, target the message!
- **Contract vehicle**
- **CRM system**



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Audiences for Your Capability Statement

Your Targets:

- Agency
- Prime Contractor
- Teaming Partner
- Joint Venture

To obtain decision-maker meetings!

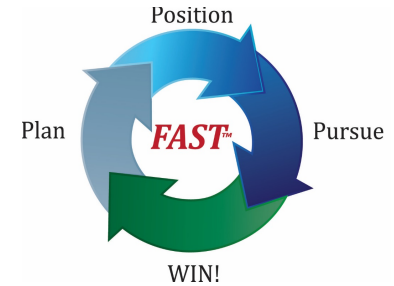


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Remember the Government Recommendations?

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Perfect Registrations?

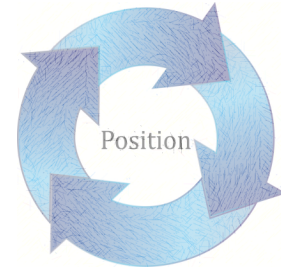
Today, **how does your firm look**
in the eyes of your federal decision-makers?



Contact TargetGov for a
Review and Recommendations of your records.

- ✓ Capability Statement
- ✓ SAM.gov
- ✓ SBA Profile

Email for details: **GloriaLarkinTG@targetgov.com**



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Session Evaluations



SPEAKER/SESSION EVALUATION

Please place the completed evaluation into the evaluation box in the back of your session room or bring it to the registration desk.

SESSION TITLE: _____

Please rate each of the following:

	Poor		Fair		Great
Overall Session Rating.	1	2	3	4	5
Session content matches the program description.	1	2	3	4	5
The speaker(s) appeared organized, informed, and delivered effective presentation.	1	2	3	4	5
Would you recommend that this/these speaker(s) return for future presentations?	<input type="checkbox"/> Yes <input type="checkbox"/> No				

**Turn over for additional questions*

SPEAKER/SESSION EVALUATION

Please place the completed evaluation into the evaluation box in the back of your session room or bring it to the registration desk.

What topics most interested you in this session?

What topics do you feel were missing in this session?

Additional comments: _____

Reminder

Please complete the Speaker/Session Evaluation Form located in your program guide and place the form in the basket in the back of the room.



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Questions?

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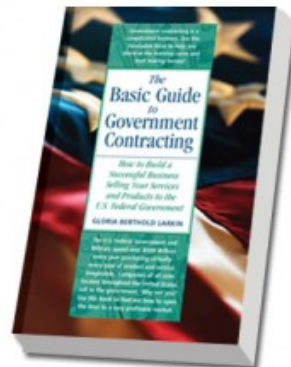
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- Author: *The Basic Guide to Government Contracting*
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