

WSA Business to Government SIG

October 24, 2007

Agenda

- **Selling to the Government: Ten Things Winners Do (and Don't!)**
 - **Michael Lisagor**, President, Celerity Works
- **Government Contractor Success Stories: What Works and What Doesn't?**
 - **John Raffetto**, Partner, Infotech Strategies (Moderator)
 - **Kenyon Taylor**, Small Business Manager, General Services Administration
 - **Sean Mills**, Director of Sales, Onvia
 - **David Wachter**, President, ATS Intelligent Discovery

Selling to the Government - Agenda

- Five government selling do's
- Five government selling don'ts

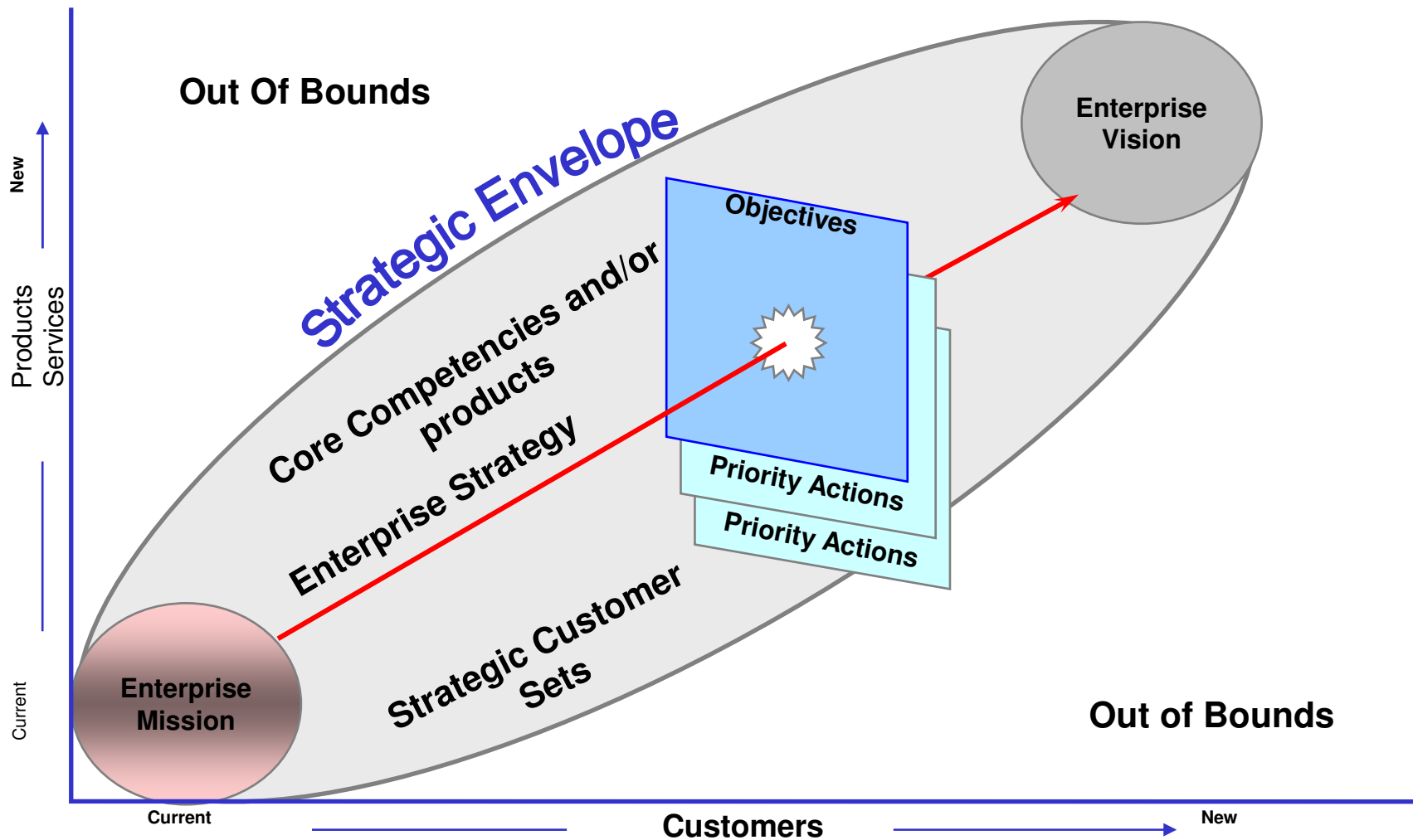
1. Do Plan and Focus...



*Simply pushing
harder within the
old boundaries will
not do.*

- Karl Weick

...with a maintained Strategic Business Plan...



2. Do Use the Right Marketing/Sales Tactics to Fit Your Situation

- Know what you are selling and to whom
- Brand your product or service in a way that meets government needs
- Network at association and local government events like WSA, IAC, AFFIRM and AFCEA
- Use government lead databases (Onvia, Input)
- Consider outside support for lead identification/cold calls
- Sales staff for more feet on the street – it's mostly about relationships
- Engage your project/account managers for follow-on and cross sell
- Use targeted advertising for near term lead generation

3. Do Implement a Streamlined Sales Process with...

- Defined steps
- Clear roles
- Tracking system
- Focused
- Decision based
- Enforced

...Clearly Defined Phases and Reviews

- **Lead Identification** - culminates in
Step 1: Decision to Qualify Review
- **Lead Qualification** - culminates in
Step 2: Decision to Capture Review
- **Lead Capture** - culminates in
Step 3: Decision to Bid (or No Bid) Review (upon RFP release)
- **Proposal Development, Submittal, and Follow-through**

4. Do Make Wise Pursuit Decisions...

1. Is a significant part of this work consistent with one of our four core competencies?
2. Is it in a target location like D.C. and/or with a target client?
3. Will we be perceived as a credible prime? Or, if a sub, will a prime need our competencies or experience with this client to win?
4. If there is a major incumbent, are they vulnerable and are we (our team) potentially strong/big enough to unseat them?
5. Is there a reasonable chance of it being a real funded project?
6. If a very small task, is it of strategic importance (also see #1 above)? Could it result in more substantial business?
7. Is there enough time to adequately market the client prior to an RFP being released?

...and Smart Final Bid Decisions...

1. Is this bid consistent with our strategic focus (our three major competencies, target markets, staffing location & labor costs)?
2. What is our overall ability to meet the technical requirements (Discriminators)?
3. Do we have the past performance necessary to win the job?
4. Do we have the available key personnel including a Project Manager
5. How much risk is there to successfully executing this contract (Do we really want to win?)?
6. Have we marketed the client and established a good rapport?
7. Will this job be profitable?
8. Can we be cost competitive?
9. How much competition is there?
10. Do we have the necessary available proposal resources and the time to do a good proposal?

...and Just Say No!

*I don't know
the key to
success. But,
the key to
failure is
trying to please
everybody.*

- Bill Cosby

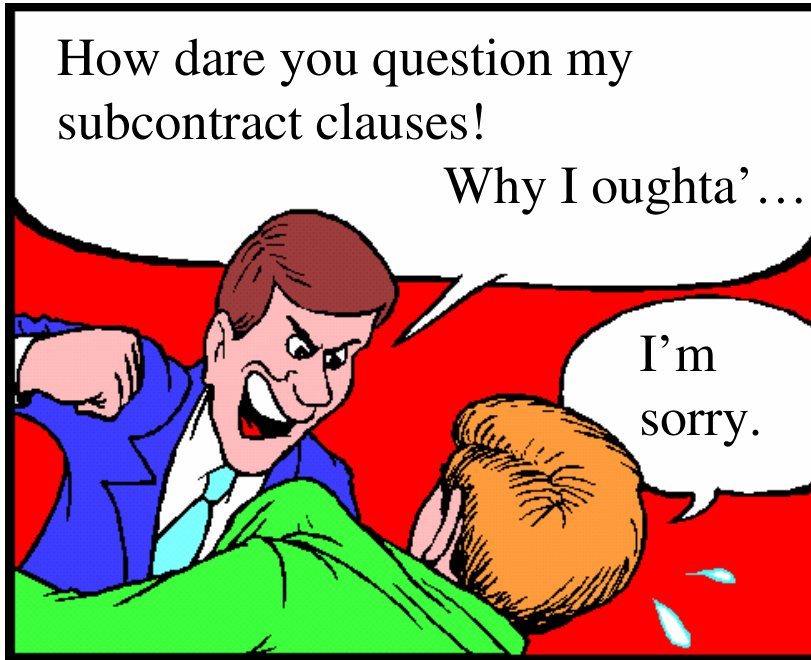


5. Do Team to *Win...*



*“Hey...let’s get on that team!
They look like nice people.”*

...but Subcontract Carefully



But, I already have 32 IDIQ contracts.

No role - no deal!

Is your small business solvent?

Five Government Sales Don'ts

Don't...

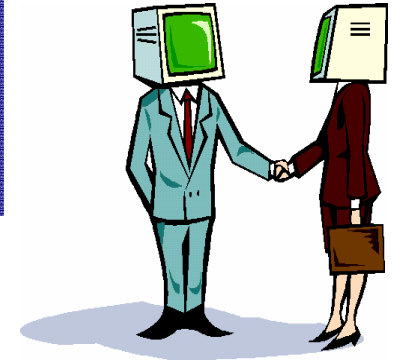
1. believe every new salesperson can deliver signed government contracts in 3-6 months
2. make a few sales calls and expect the orders to roll in
3. get a GSA schedule and expect the orders to roll in (but, you do need one!)
4. bid on as many Requests for Proposals (RFP) as possible
5. Overspend your budget in anticipation of award dates

Most common consulting needs...

- Government business growth strategy assessment and strategy development
- Marketing and business development process alignment and improvement
- Lead identification and development

Why not avoid making costly mistakes?

Thank you!



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