

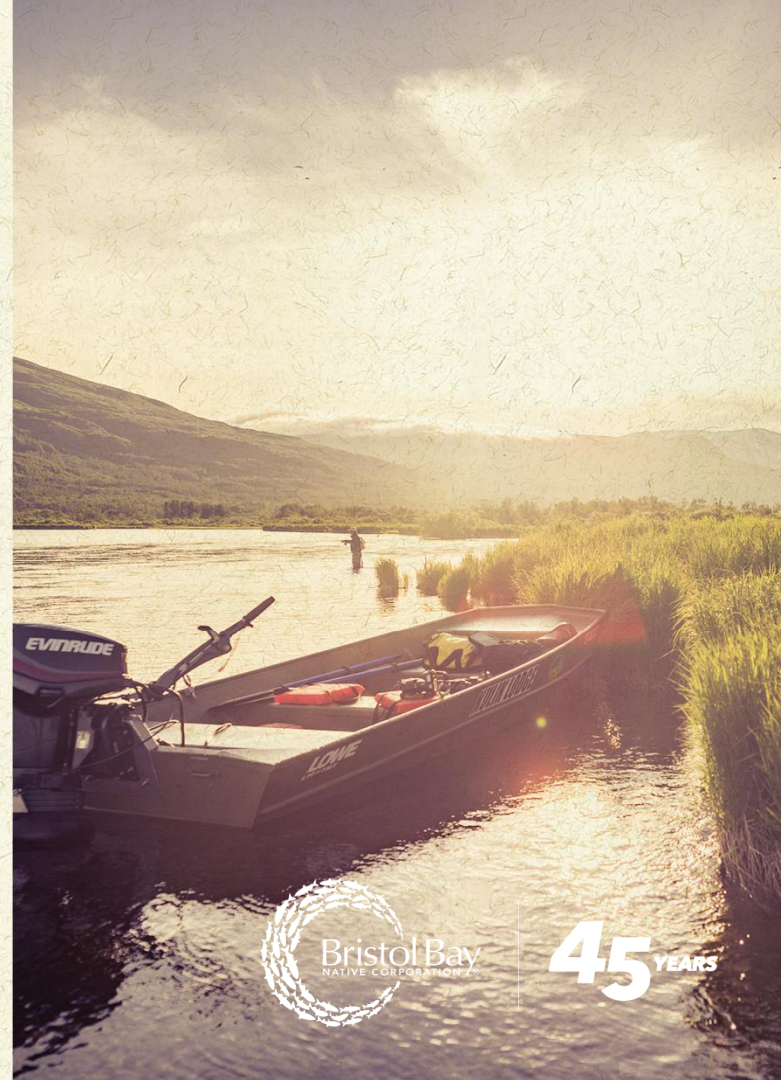


BBNC 2017 Compliance Training

Marketing and Business Development – Tips for Success in 8(a) Federal Contracting

Presenter:

Duncan Morrison
President & CEO
CCI Alliance of Companies



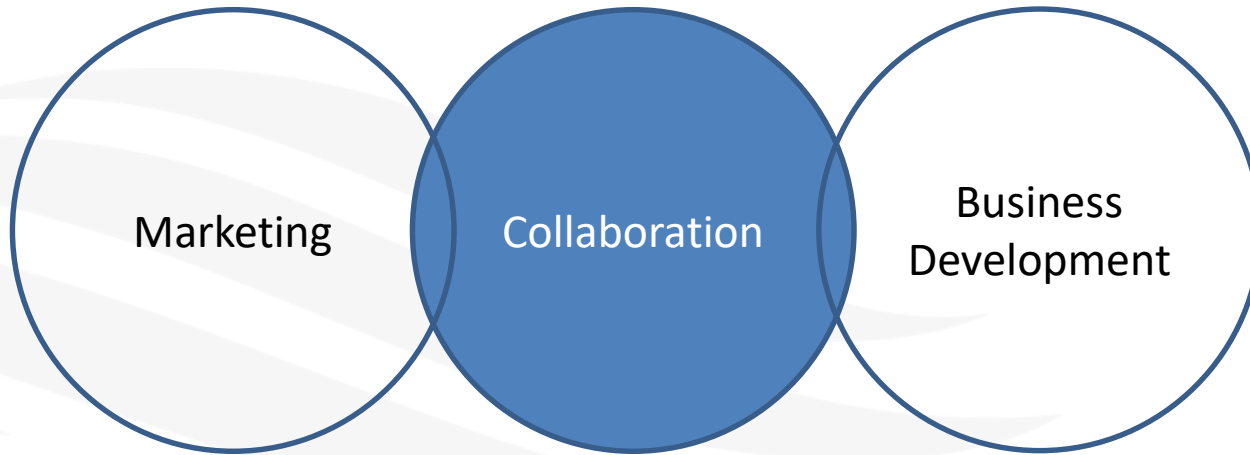
45 YEARS

INTRODUCTIONS

- ❖ Duncan Morrison – President & CEO
- ❖ Johnny Sapia – General Manager and Business Development Manager
- ❖ Celeste Hunt, PE, PMP, LEED Green Associate – Business Development Manager



MARKETING AND BUSINESS DEVELOPMENT RELATIONSHIP



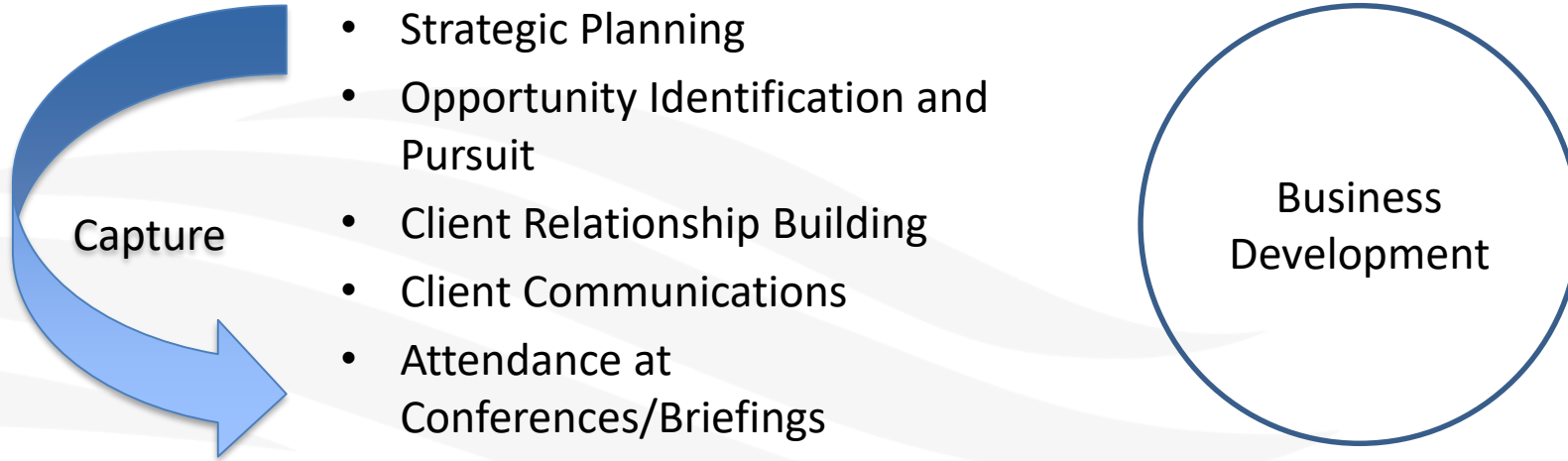
WHAT IS MARKETING?



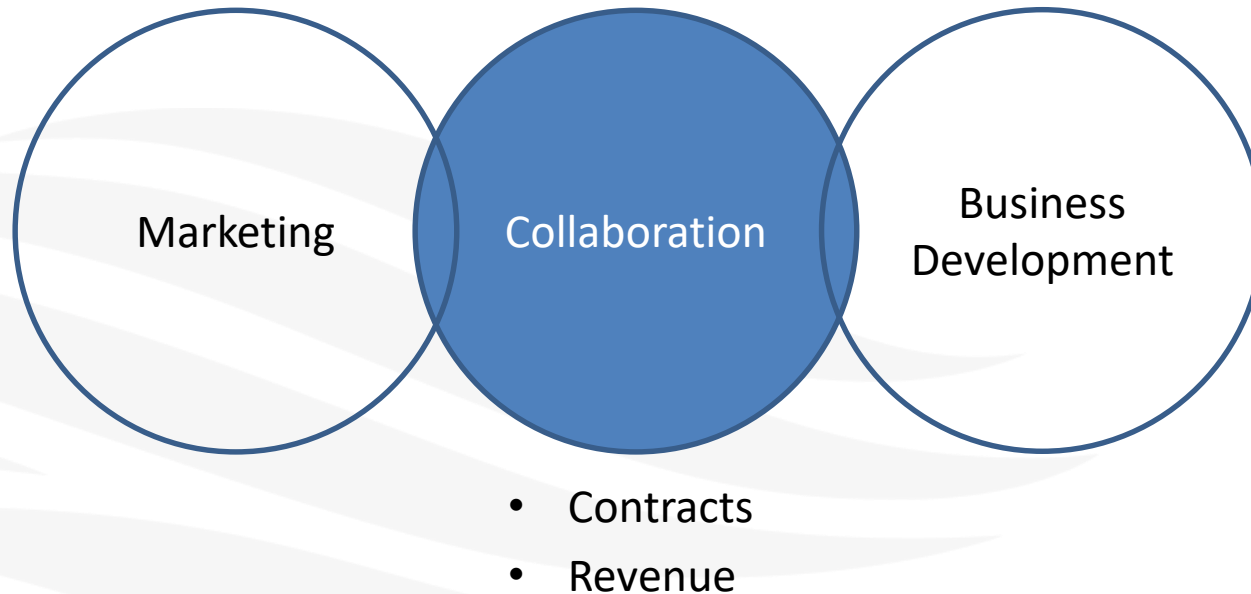
- Website
- Brochures
- Social Platforms
- Press Releases
- Branding



WHAT IS BUSINESS DEVELOPMENT?



MARKETING AND BUSINESS DEVELOPMENT END RESULT



KEY STEPS TO SECURING FEDERAL WORK

1. Core Ideology

- ❖ Develop your company-specific core ideology
- ❖ Live and breathe it
- ❖ Discuss the importance of knowing why we do what we do, why we exists, and what are your values
- ❖ Explain Shareholder connection

2. Develop Marketing Materials

- ❖ Magnitude based on your companies experiences
 - Newer Company – Trifold
 - Established Company – Executive Brief with Body of Work
- ❖ May need Marketing Consultant to assist with development of polished marketing materials
- ❖ Attend effective speaking skills seminar



For example, some of CCI's core ideology is illustrated by the values wheel shown above.

KEY STEPS TO SECURING FEDERAL WORK

3. Select Targets

- ❖ Follow the federal funding, stay focused on select opportunities
- ❖ Small Business Specialists and Chief of Contracting
- ❖ Technical Leads (e.g., Navy – Department of Public Works; Army – Program Managers)



4. Outreach

- ❖ Phone calls
- ❖ Emails
- ❖ And more phone calls and emails...
- ❖ Attend conferences and industry days
- ❖ Suggest employee of company perform the outreach (not Business Development Consultant)
- ❖ Do not be flashy



Goal is 20 to 30 minute face-to-face client meeting

WHAT TYPE OF SALE IS FEDERAL 8(A) CONTRACTING?

A relationship sale.

The client has to remember you.

Your relationship allows you to “do the Ask”...that is asking for the 8(a) direct award.

Mobilize quickly with staff and project plans; and execute work with goal of an *Exceptional* CPAR (Contractor Performance Assessment Report).

Your company's performance reflects on their career.



TIPS FOR SUCCESS

- ❖ Lean Launch – Win – Optimize
- ❖ Throttle (Don't overdrive your headlights)
- ❖ Business Development relies heavily on past performance. Establish well defined *Processes* so your *People* can execute your *Projects* exceptionally.
- ❖ Know your “Elevator Speech” and Executive Brief
 - Who you are
 - What you do for the company
 - What your company does
 - Who your company works with
- ❖ Exceptional CPARs



AFTER YOU HAVE IDENTIFIED BUSINESS DEVELOPMENT OPPORTUNITIES

❖ Develop Capture Log

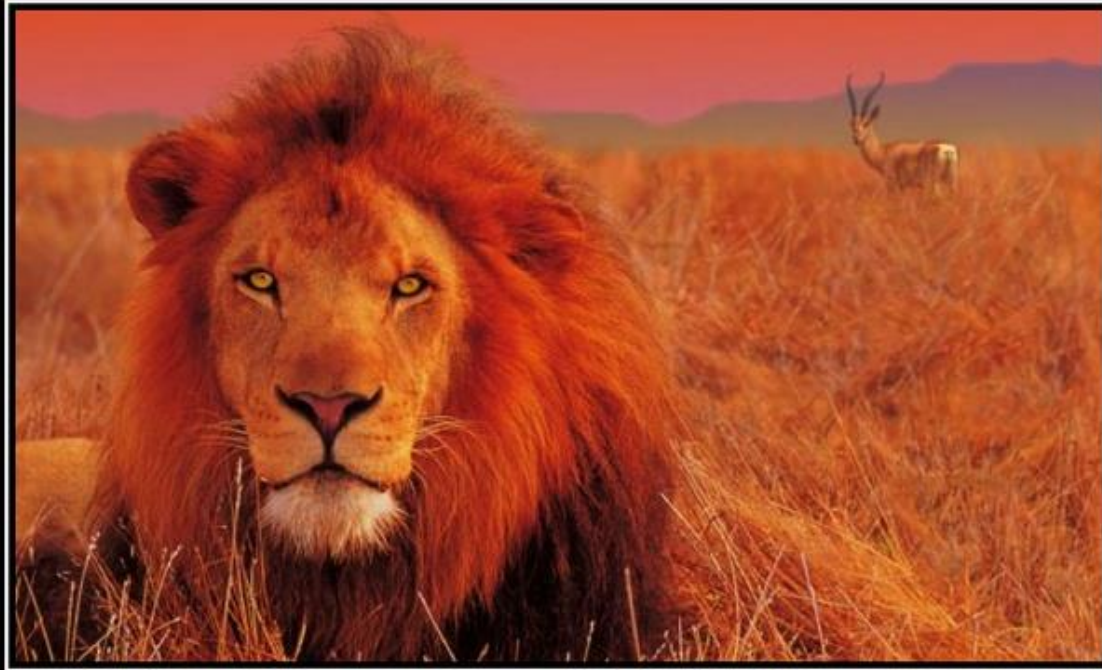
Capture Management Planning						Timing of Award and Revenue						
BD Team Lead	Client	Project Description	Stage	%	Estimated Contract Amount	Probabilistic Revenue	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	FY 18 Total
						\$ -						\$ -
						\$ -						\$ -
		Subtotal			\$ -	\$ -						\$ -
						\$ -						\$ -
						\$ -						\$ -
		Subtotal			\$ -	\$ -						\$ -
All Activities		Grand Total			\$ -	\$ -						\$ -

❖ Manage Three Calendars (3 x 3)

- Fiscal (varies per company)
- Government (10/1 – 9/30)
- Calendar (1/1 – 12/31)
- Current year income, next year's backlog, and strategic growth

❖ Long Sales Cycle

- Typically ~1-2 years to secure contracts based on new relationships



THE ESSENCE OF SURVIVAL

"Every morning in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed. Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death. It doesn't matter whether you are a lion or a gazelle: when the sun comes up, you'd better be running."



45 YEARS

THANK YOU

Operating with Integrity

**CULTURE OF
EXCELLENCE**

Duncan Morrison

President & CEO

CCI Alliance of Companies

dmorrison@cci-alliance.com