Gloria Larkin

President, CEO

TargetGov
Helping you sell what government buys.

Gloria Larkin

President, CEO
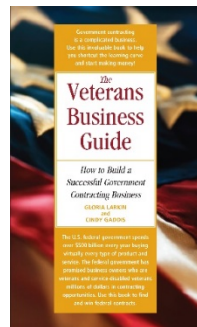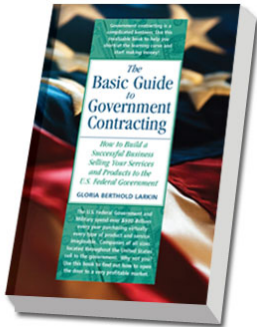
- Creator of the *FAST™* **Process** and the **KickStart Program™**
- Celebrating 22 years in business!
- Clients have won over $5 billion in federal contracts in just the last seven years
- Quoted in Wall Street Journal, Washington Post, INC Magazine, Bloomberg
- Author of The Basic Guide to Government Contracting
- Co-Author The Veterans Business Guide
- Educational Foundation Board Chair Emeritus for WIPP.org
- GloriaLarkinTG@TargetGov.com 866-579-1346 x325

@TargetGov

© TargetGov 2019

Choose VA

VA | U.S. Department of Veterans Affairs

2

AGENDA

- Expertly understand your market
- Leverage expertise, experience & past performance
- Fast-track aggressive federal market growth
- Targeting opportunities for a higher P-Win
- Tips to calculate P-Win
- Differentiators that matter to decision-makers
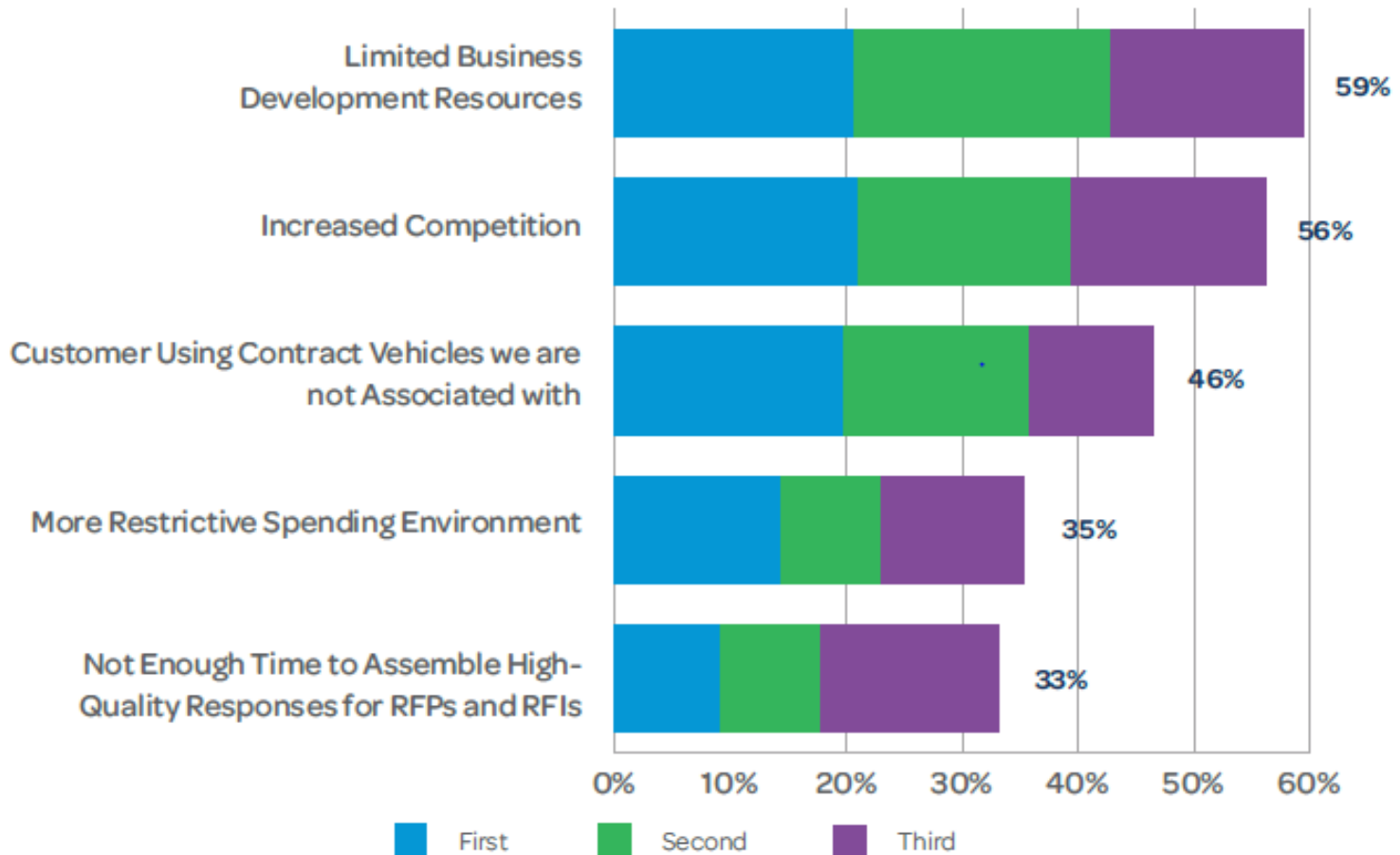- Mitigate risk in eyes of decision-makers

Expertly understand your market

- Changing marketplace

- Contract process and vehicles critical

- 37 Best-in-class contracts

- Proactive relationship-building critical

- Data-scraping tools used by government and contractors

Deltek Clarity Study:

TOP BUSINESS DEVELOPMENT CHALLENGES

Limited Business Development Resources		59%
Increased Competition		56%
Customer Using Contract Vehicles we are not Associated with		46%
More Restrictive Spending Environment		35%
Not Enough Time to Assemble High-Quality Responses for RFPs and RFIs		33%

0%   10%   20%   30%   40%   50%   60%

■ First   ■ Second   ■ Third

Deltek Clarity Study:

HISTORICAL AND PLANNED GROWTH RATES
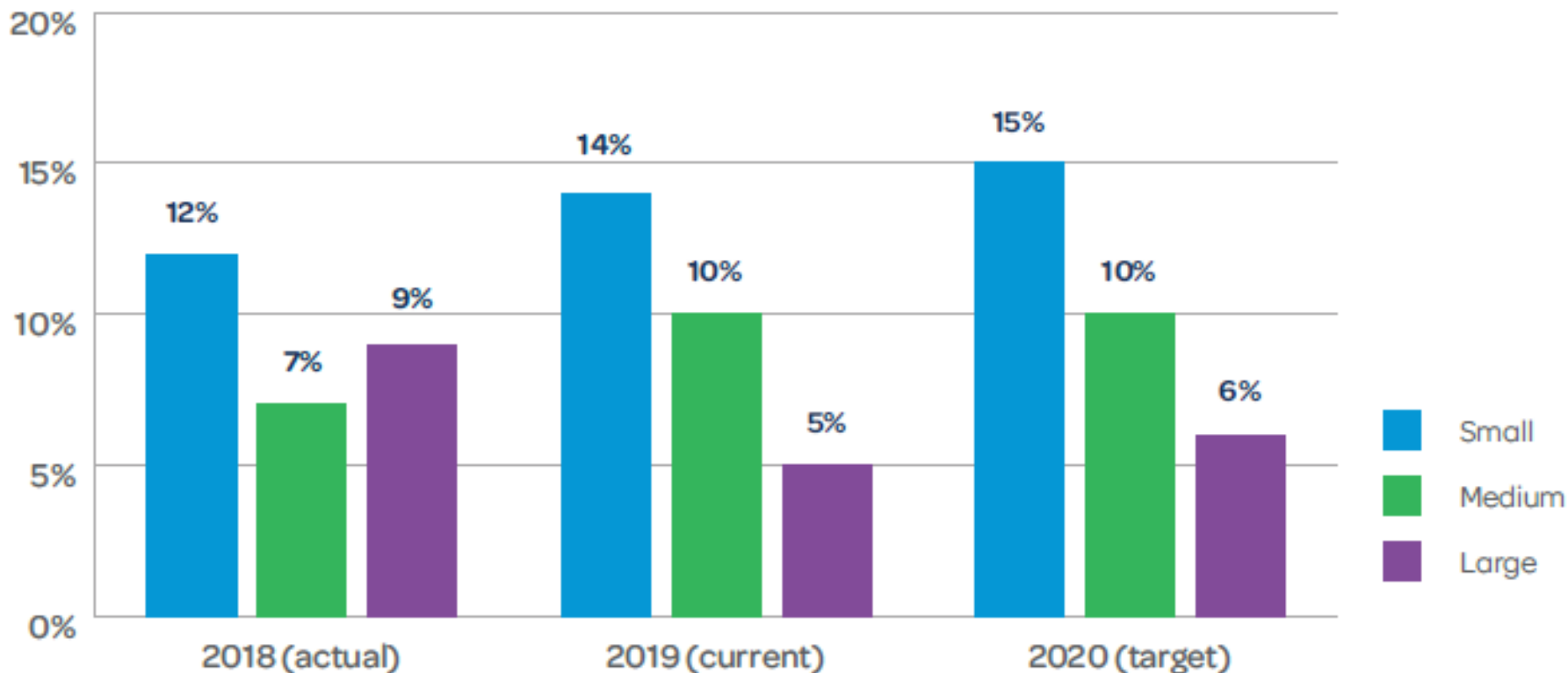
Deltek Clarity Study:

CHANGE IN FEDERAL CONTRACTS

	Decreased	Stayed the Same	Increased
Overall	13%	50%	37%
Small	14%	59%	27%
Medium	11%	51%	37%
Large	14%	31%	55%

Legend: ■ Decreased ■ Stayed the Same ■ Increased

@TargetGov

© TargetGov 2019

Choose VA

VA | U.S. Department of Veterans Affairs
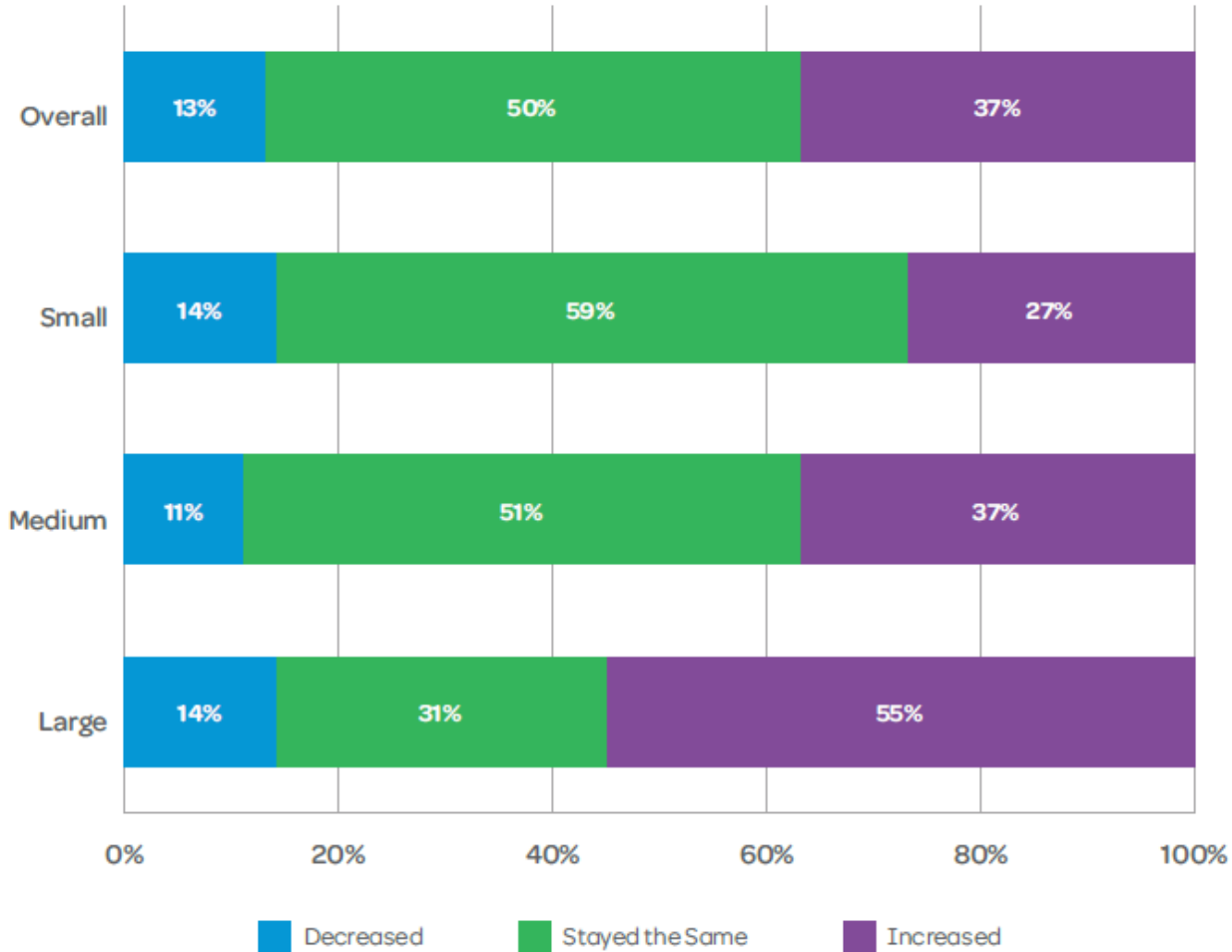
DOD and Civilian MAC Spending at 5 Year High
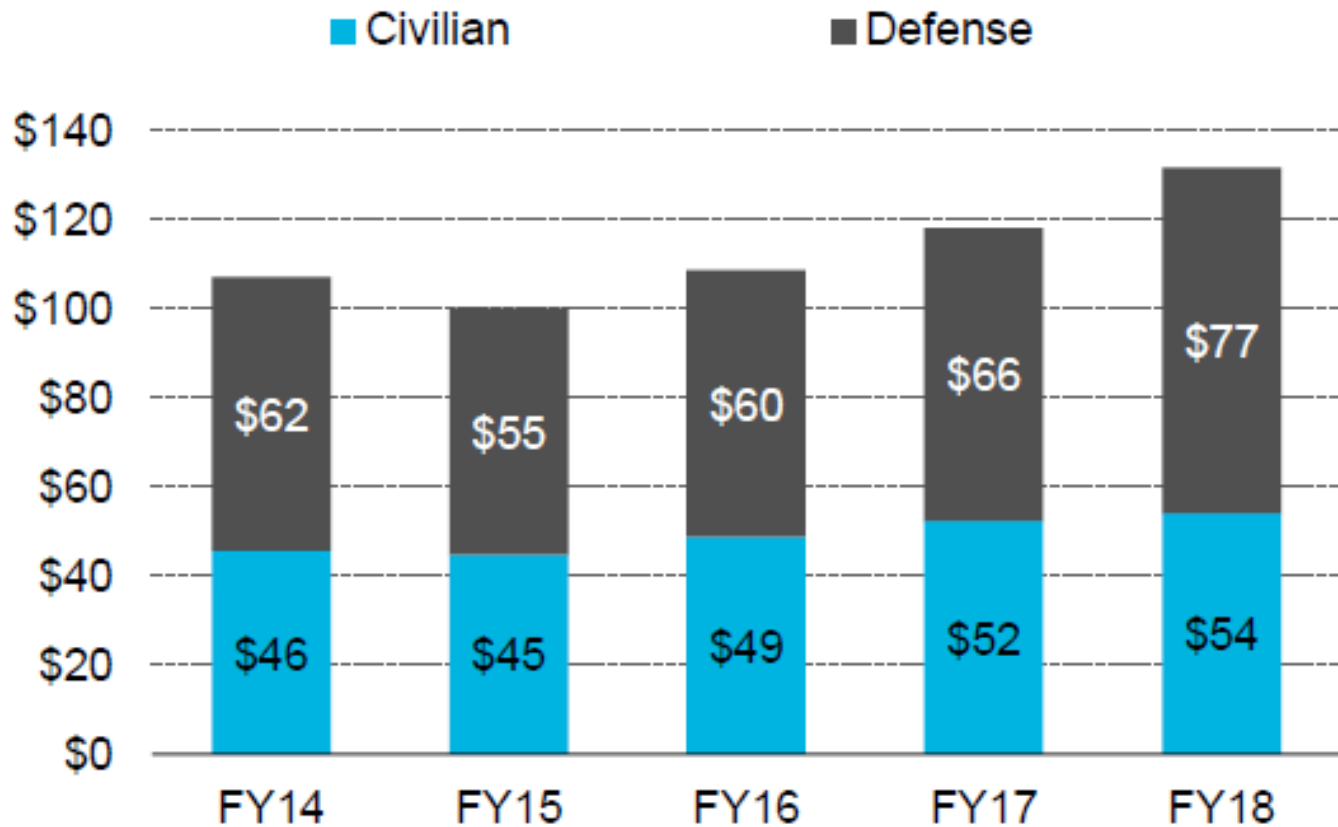
Civilian ■   Defense ■

	FY14	FY15	FY16	FY17	FY18
Defense	$62	$55	$60	$66	$77
Civilian	$46	$45	$49	$52	$54

Source: Bloomberg Government contracts data as of April 30.

©2019 BGOV LLC

Choose VA

VA | U.S. Department of Veterans Affairs

8

DOD MAC Spending by Bureau

■ MAC Total   ■ Remaining Agency Total

Bureau	MAC Total	Remaining Agency Total
DOD: ARMY	$23	$72
DOD: Remaining Bureaus	$23	$62
DOD: NAVY	$18	$97
DOD: USAF	$14	$63

$0 $100

Source: Bloomberg Government contracts data as of April 30.

©2019 BGOV LLC

Choose VA

VA | U.S. Department of Veterans Affairs

Civilian MAC Spending by Bureau

Legend: ■ MAC Total   ■ Remaining Agency Total

Bureau	MAC Total	Remaining Agency Total
VA	$12	$15
HHS	$9	$15
DHS	$8	$11
STATE	$3	$7
TREAS	$3	$2
DOJ	$3	$5
GSA	$2	$3
ED	$2	$1
USDA	$2	$5
DOC	$2	$3
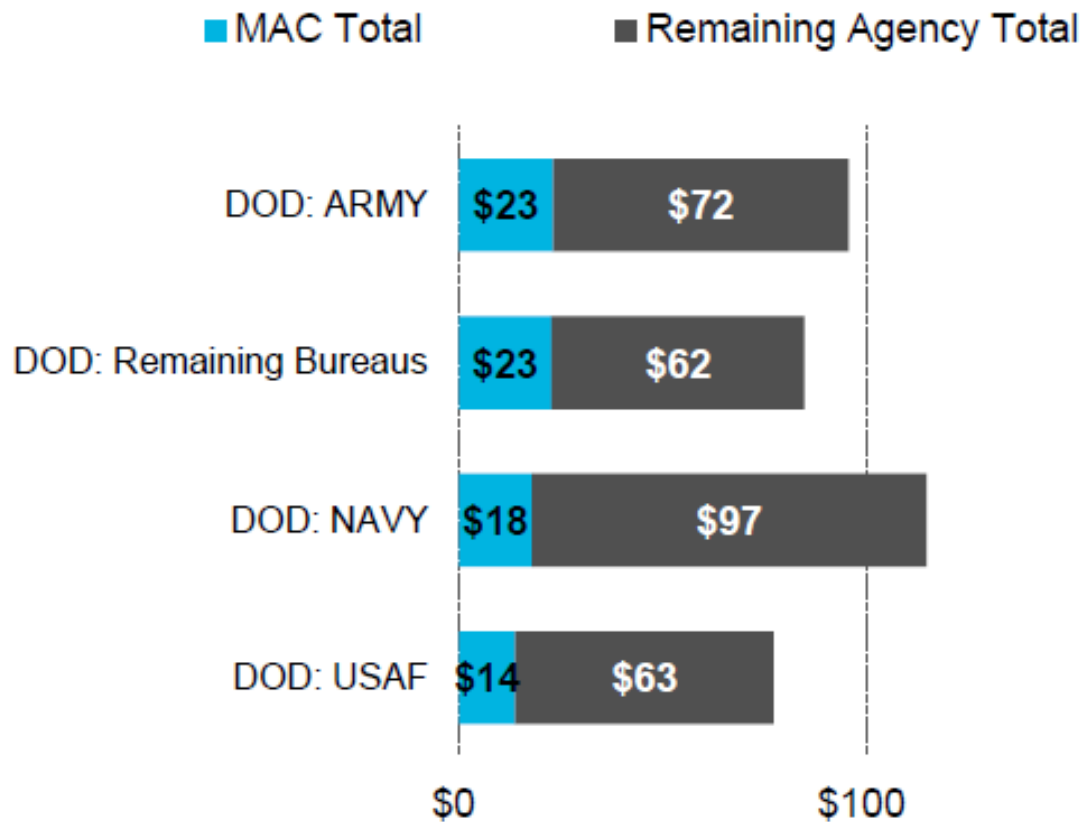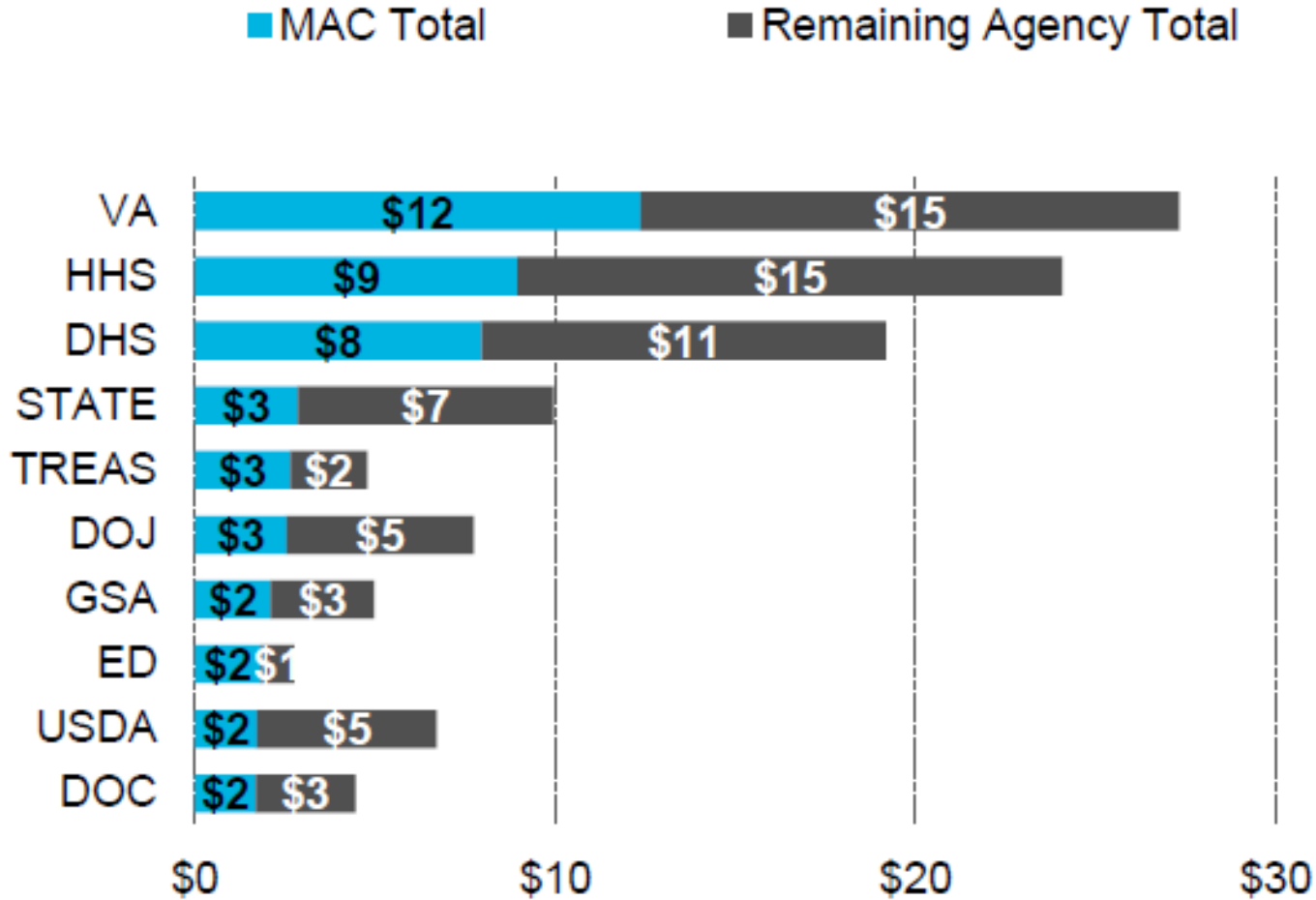
Source: Bloomberg Government contracts data as of April 30.

©2019 BGOV LLC

@TargetGov

© TargetGov 2019

Choose VA

VA | U.S. Department of Veterans Affairs

Win Probability Matrix

Generic Rank	Bid Consideration	Rating Criteria											Consideration Rating 10-0	Consideration Weight [1]	Net Score [2]
		Positive				Neutral				Negative					
		10	9	8	7	6	5	4	3	2	1	0			
1	Your ability to respond	Can meet/exceed every requirement				Understand the problem and can respond				Don't know or don't have a better idea				0.1	
2	Background experience and overall technical capability	Strong in-house experience and/or technically superior				Average experience inhouse or can be imported and/or technically capable				Weak experience or new area and/or not technically qualified				0.1	
3	Proposed team and personnel (subs are an option)	Best and available (could be sub-enhanced)				Best available (no impact)				Second, strong subs, diluting				0.1	
4	Price strategy	Honest, credible, and within known limits				Reasonable and competitive				Must cut corners, cost share, etc.				0.1	
5	Customer rapport	Good working relationships				Known but not cultivated				Unknown to customer				0.1	
6	Competition	Sole source or customer knows and prefers you				Open/neutral customer and you know how to beat				Unknown competition or procurement				0.1	
7	Market intelligence	Inside track, good workup				Generally up-to-date on market developments				Surprised by RFP				0.1	
8	Company's resources available for proposal and for contract execution	Not needed				Available				Not Available				0.1	
9	Facilities	Available, favorably located or no facility required				No impact				Facility is necessary but is not yet				0.1	
10	Program's potential strategic advantage(s)	High				Average				Low				0.1	
													Totals	1.00	

(1) Each bid consideration should be weighted according to evaluation emphasis/priority/scoring percentage. If unknown, consider each with equal weight. Total weight must equal 1

(2) Net Score = Rating x Weight.

(3) If wired, the only reason to offer a bid is competition advocacy and continued relationship with the customer (usually important in government proposals)

What Are Your Increased Revenue Goals?

- Would you like to add a zero to your revenue?

Starting Point		Next One Year Goal
• $500,000	→	$5,000,000
• $2,500,000	→	$25,000,000
• $5,000,000	→	$50,000,000
• $10,000,000	→	$100,000,000……
More?		

What Are Your Increased Revenue Goals?

- Fast-track aggressive federal market growth

- New federal contracts/revenue goals

  ➢ **Year 1   Year 3   Year 5**
  ➢ _____   _____   _____

What is YOUR Score?

- Today, how does your firm score

- In the eyes of your federal targets and decision makers?

- Will you get through the gate?

- Will data scraping tool find you?

- A = clearly set yourself apart from competitors, not risky, memorable, government sees benefits of working with you—you can be found by data scraping tool

- B = possible chance

- C = average = failure

- D = life support

- F = dead in the water

© TargetGov 2019

U.S. Department of Veterans Affairs 15

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

Business Needs

Solution Delivered

Initial consultation

Problem Definition

Requirements Design, Analysis

Implementation

The Impact of Customer- Based Research

Figure 1.1. The Impact of Research on Firm Growth and Profitability
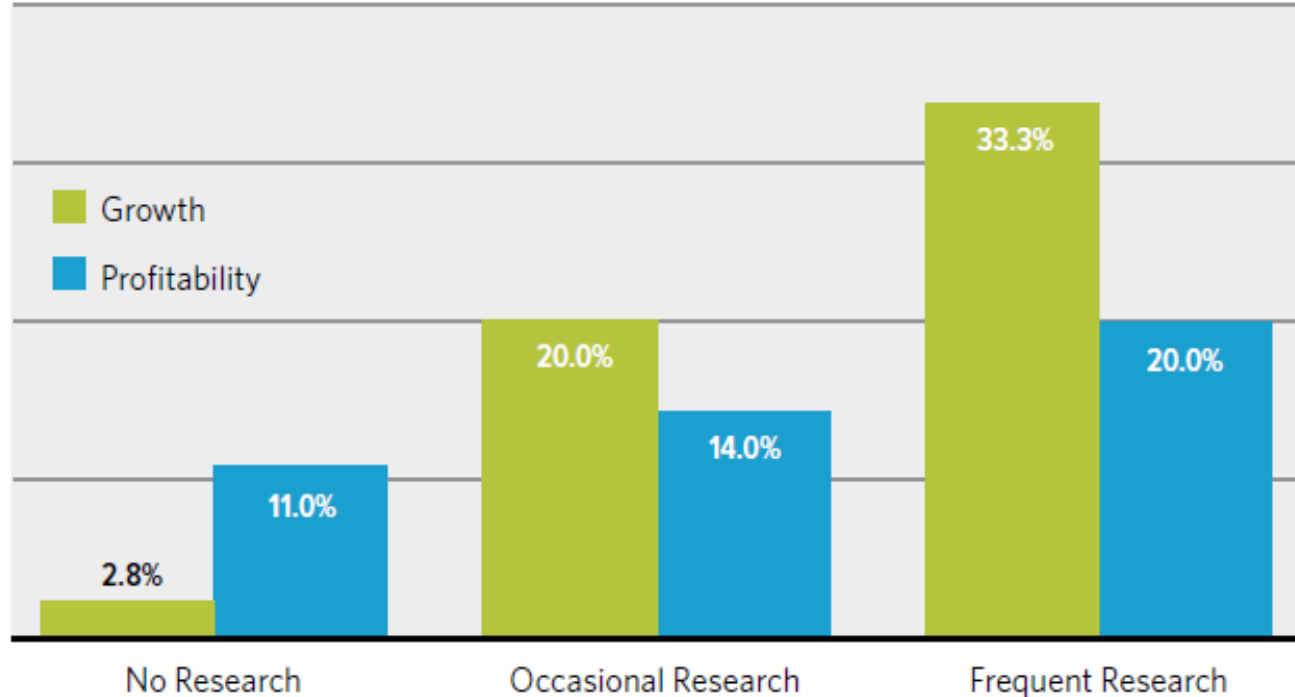
Source: *"Inside the Buyers Brain"* (email me for entire book as PDF)

Published by Hinge Research Institute

Pragmatic, Bottom Line Business Growth Approach with High ROI

- Leverage expertise, experience & past performance

- Institute a trackable, repeatable, measurable and scalable process

Case Study: Engineering Firm

- Situation:
  - Experienced in federal market, but flat federal revenues
- Proposed Solution
  - Create a plan or roadmap to reach goals
    - Actionable, results-oriented, measurable,
    - Repeatable, scalable, adaptable
  - Executable by internal team
- Results
  - ROI: _____

New Federal Business GOALS:

1 YR-$3M;   3rd YR $10M;   5th YR $30M

- Plan: Market Research

- Position: How to get noticed—positively!

- Pursue: Marketing, business development, capture

- *Win!*

Results in Awarded Contracts

GOALS in New Contracts

- Year 1 $3M

- Year 3 $10M

- Year 5 $30M

Results in New Contracts

- Year 1 $10M

- 18 months $30M

- 24 months $40M

- Year 3

- Year 5

ROI→ *over 1,333 : 1*

Case Study: How They Got Noticed

- Be professional
  - Ex: DUNS, CAGE, email, registrations, web site– YOUR SCORE
- Know your niche!
- Do not try to be all things
- Lead with your expertise
- Prove it!
- Mitigate risk
- *Relentless, appropriate marketing!*

Case Study: Marketing Tools Used

- Government registrations
  - SAM, SBDS, Agencies (ARC)
- Business card
- Capability statement
- Web site
- White papers, case studies

- Public relations
- CRM system
- Contract vehicle
- Not recommended:
  - Advertising
  - Telemarketing
  - Buying lists

Specific Steps/Timeline

- As a prime

- As a teaming partner or sub

- Using a contract vehicle

- Agency relationship building process

- Sources Sought Notice / RFI process

Target Gov
Helping you sell what government buys.

FAST™ Process Sales and Marketing Checklist *as a Prime Contractor*
Name of Opportunity:

#	Action Item	Assigned To	Target Date	Completed Date

Position • Plan • Pursue • WIN!

Target Gov
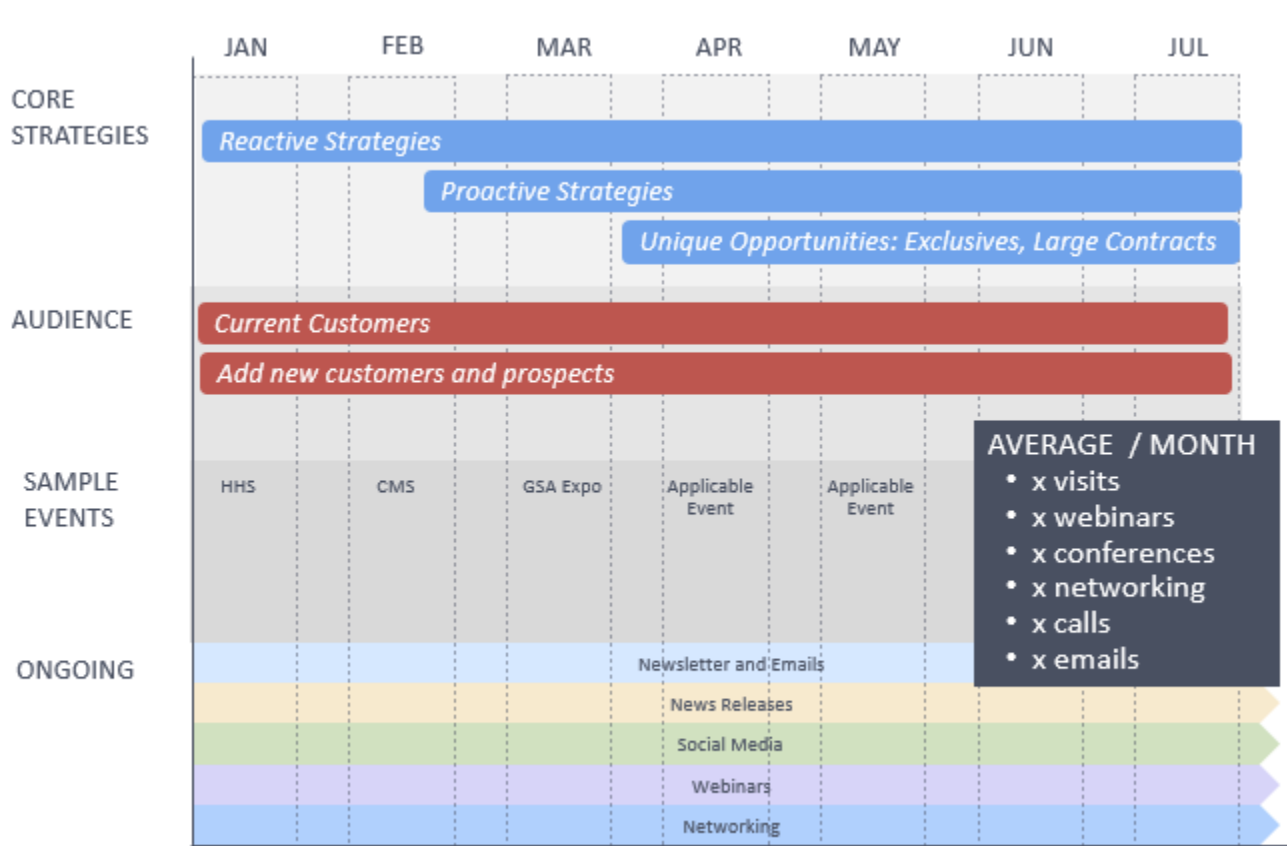Helping you sell what government buys.

FAST™ Process Sales and Marketing Checklist *for Sources Sought Notices & RFIs*
Name of Opportunity:

#	Action Item	Assigned To	Target Date	Completed Date

Position • Plan • Pursue • WIN!

© TargetGov 2017

- Never reach out to any decision-makers for a meeting
- This includes all targets!
  - Agencies, Primes, Teaming Partners
- Until:
  - You have identified at least three solid opportunities to discuss
  - Be **prepared,** no matter with whom you are meeting, to discuss at least 3 upcoming opportunities
  - Use: Forecast, sources sought, recompetes, FPDS, EZGovOpps, USASpending

@TargetGov

© TargetGov 2019

Promised Documents

- ✓ Session Slides
- ✓ VA Procurement Readiness Reference Guide
- ✓ VA Doing Business With VA Reference Guide
- ✓ Capabilities Statement Template
- ✓ Best in Class Contracts Summary

@TargetGov

Choose VA

VA | U.S. Department of Veterans Affairs

Questions

TargetGov Useful Links

- Inside the Buyer's Brain eBook:
https://hingemarketing.com/library/article/book-inside-the-buyers-brain

- Best CRM Systems:

- https://www.business.com/categories/crm-software/

VA OSDBU Useful Links

- Learn more about VA OSBDU: http://www.va.gov/osdbu

- Education and Training Reference Guides: http://www.va.gov/osdbu/library/dbwva.asp

- VA Vendor Information Pages (VIP): https://www.vip.vetbiz.va.gov/

- VA Kingdomware Information: https://go.usa.gov/xKsp5

- How to Get Verified: http://www.va.gov/osdbu/verification/index.asp

- Doing Business with VA Reference Guide: https://www.va.gov/osdbu/docs/doingBusinessWithVA_ReferenceGuideFULL.pdf

- Procurement Readiness Reference Guide: http://www.va.gov/osdbu/docs/procurementReadiness_FULL.pdf

- National Veterans Small Business Engagement: http://www.nvsbe.com

@TargetGov

Choose VA

VA | U.S. Department of Veterans Affairs

Connect with Gloria and TargetGov

- **Gloria Larkin**
- President and CEO, TargetGov
- Creator of the *FAST™* Process
- Author: *The Basic Guide to Government Contracting*
- Co-Author: *The Veterans Business Guide*
- Contact:
  - GloriaLarkinTG@TargetGov.com
  - Toll-free: 866-579-1346 x325
  - www.TargetGov.com

@TargetGov

Choose VA

VA | U.S. Department of Veterans Affairs
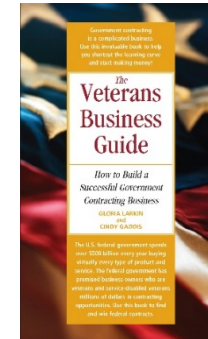
STAY CONNECTED WITH OSDBU

OSDBU Help Desk:

Phone: 1-866–584–2344

Email: osdbustratcomm@va.gov

Website: https://www.va.gov/osdbu/

Social Media:

Twitter: https://twitter.com/VAVetBiz

Facebook: https://www.facebook.com/VAVetBiz/

YouTube: https://www.youtube.com/c/VAOSDBU

@TargetGov

Choose VA

VA | U.S. Department of Veterans Affairs