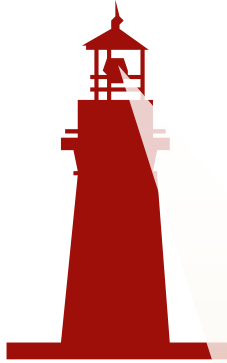




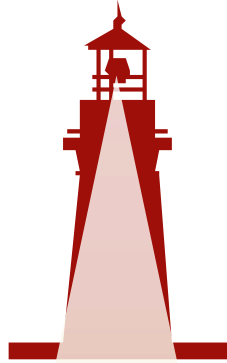
Revenue Growth *Vision to Reality*

For Government Contractors

Gary A. Dunbar, Inc.



Management
System



Winning
Culture



Continuum
Vision



**Growth
Company**

Critical Success Factors of Growth Companies



Management System

- Business development is a managed, structured, and disciplined process



Winning Culture

- Growth leadership creates a culture of growth



Continuum Vision

- The entire business development process is an integrated continuum - not separate steps or responsibilities

Continuum Vision

	Marketing	Prospecting	Positioning	Proposing	Performing
Strategic Objective					
Tactical Objective					
Key Metrics					
Milestones					
Responsibilities					
Standards, Guidelines and Templates					
Time Line					
Business Processes and Procedures					

Management System

- Structured system for tracking and evaluating all opportunities and assessing BD performance
- Business Development is integrated in revenue forecasting approach
- Formal Go/NoGo decision process

Winning culture

- CEO and leadership team personally and intimately involved in BD
- Incentive and recognition system covers all employees and is totally aligned with Revenue Growth Strategy
- Strategic Planning is dynamic and adjusted quarterly

Winning Contracts

- The current industry-wide proposal training has established a high threshold level of performance for competitive proposals -- it is the standard
- To win, you must have an approach for beating a very good “industry-standard” proposal

Gary A. Dunbar, Inc.

- **\$6 Billion in contract wins**
- **Four corporations - Consistent revenue growth of 20% to 40% per year**
- **Three corporations - Win rate improved 250 percent**
- **Two corporations - \$Billion plus contract wins**
- **CEO of three corporations**
- **COO of two corporations**
- **Former Member of the Board - six corporations**

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