

SUCCESS THROUGH TEAMING

MARKETING TO PRIME CONTRACTORS

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Agenda Items



- Who is Anteon?
- Differentiating your business
 - AKA getting a prime's attention!
- Marketing in the U.S. Government sector
 - Beyond capabilities
 - Research and capture planning
- Calling on primes
 - Successful teaming
- Conclusion



ANTEON FACTS

Overview



- Leading full service provider of technology services to the U.S. government
 - More than 1,000 customers
- Founded in 1976; IPO in 2002 (NYSE: ANT)
- Headquarters in Fairfax, Virginia
 - More than 100 field offices worldwide
 - 9,500 Team Anteon employees
- Outstanding track record of growth and operating performance
- For more information and a list of our locations, visit www.anteon.com





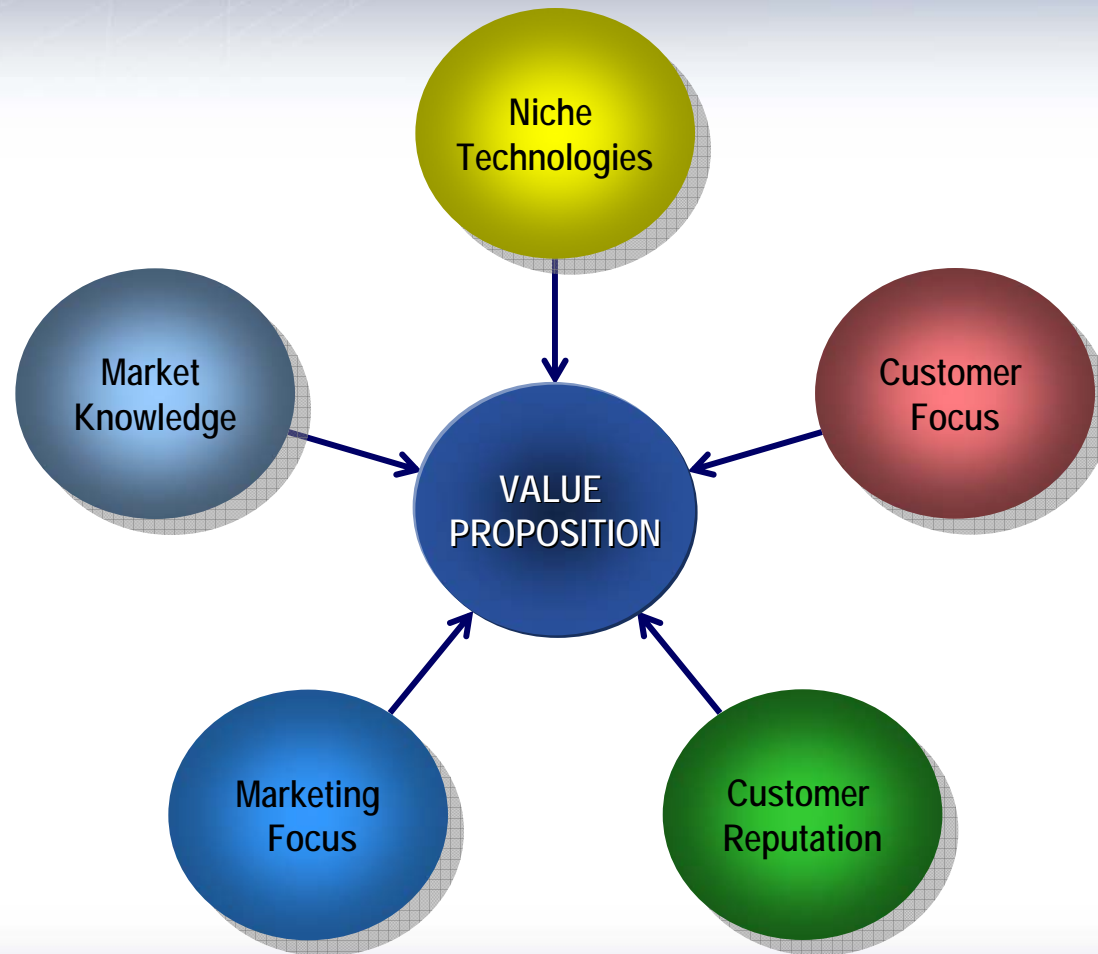
DIFFERENTIATING YOUR BUSINESS AND GETTING A PRIME'S ATTENTION

A Good Small Business Partner Considerations



- Core capabilities and past performance
- Price
- Personnel experience
- Resource availability and HR stability
- Location
- Financial solvency
- Reputation
- Organizational conflict of interest (OCI)
- Dependable, a team player, and responsive
- Easy to work with on projects
- Follow-through and follow-up!

How Can You Add Value?





MARKETING IN THE U.S. GOVERNMENT SECTOR

Federal Sector Marketing



- Business and marketing plans
- Market research
- Network through conferences and professional associations
- Develop core of trusted teaming partners (SB and LBs)
- Attend training
- Knowledge of U.S. government contracting
- Government purchase cards
- Line of credit
- CAGE Code, Dun and Bradstreet, and NAICS
- Databases: CCR, DSBS (Pronet), ORCA, etc.

Do Your Homework First!



Focus, Focus, Focus!

Differentiating Yourself

Know Customers



- Understand potential customers:
 - Purchasing history, price
 - Cost sensitivity
 - Budget for **your** product or service
 - Problems – help them solve!
 - Desire to solve the problem – do they have \$?
 - Desire to work with your company – do they need you?
- Past and future buying requirements
- Procurement forecasts
- Main primes
- Major competitors

Develop a clear roadmap of where you want to go and how you will get there

Capture Planning

Develop Specific Opportunities



- Develop a **contact** plan
 - **What** issues for discussion
 - **Where** is the information
 - **When** should we get the information
 - **Why** talk with specific people
- Make **contacts**
 - **Listen** to prospective customers
 - Develop a **trust** relationship with customer
- Gather **information**
 - Incumbent strengths and weaknesses
 - Grow trusted relationship with the customer
 - Customer priorities
 - Funding sources
- **Plan**
 - When to show how you will solve a customer's problem
 - Strategic and contingency hires
- Gather other **data**
 - Competitor analysis
 - Cost estimates
 - Win theme



**Don't sell capabilities –
uncover customer problems and opportunities,
then offer solutions!**



CALLING ON PRIMES AND SUCCESSFUL TEAMING

Calling on Primes



- Opportunity-driven approach
- Research first!
 - Check company web sites
 - Talk to contacts
 - Read the government and technology journals
 - Know “hot buttons”
- Prepare “elevator” speech but cater it to organization and/or company
- Prove real interest
 - **Follow-through on actions and requests!**
 - Be responsive
 - Show enthusiasm!

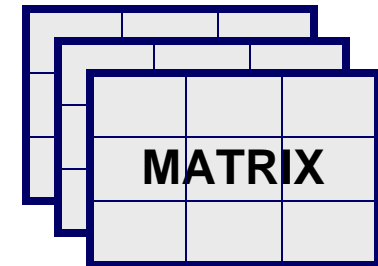
Do your homework first!



Teaming



- Timing – as early as possible!
- **Read the RFP** first, if available (or know what the real opportunity is about)
- RFP requirement and your fit – tell us:
 - Related niche or capability areas
 - Related past experience
 - Customer knowledge and experience
 - Why your company?
 - Why Anteon?
- Make sure you are registered with Anteon
 - Go to www.anteon.com – About Us – Small Business
- Have a **non-disclosure agreement (NDA)** before discussion details
- You need a **teaming agreement (TA)** to be on a team



Successful Small Businesses*



Four major themes for successful small businesses:

1. Do their **homework**
 - On customers, their mission, budgets, etc.
2. Participate in **outreach and networking** events
 - Selectively, based on market focus
3. Understand the **federal procurement** system
 - Understand, contracting, IDIQs, standalone contracts, etc.
4. Understand **concept of teaming**
 - Joint ventures, teaming arrangements, prime/sub, mentor-protégé relationships, etc.

* Kevin Boshears, OSDBU Director, DHS

Teaming Partners

Key Attributes



- Washington Technology, 13 December 2004, advertising supplement in *Building Better Government Through Trusted Partnerships*
- 390 solution providers – key attributes when considering a partner for a government contract:

PARTNER	VERY IMPORTANT	IMPORTANT	TOTAL
Previous work with solution provider	39.2	37.4	76.6
Relationships with targeted government agency	58.5	26.9	85.4
Sought-after technical expertise	56.4	30	86.4
Meets SB requirements	21	33.1	54.1
Provides niche technologies	29.5	38.7	68.2



The real key to teaming....

Be proactive in your marketing efforts!

Do your homework!

Conclusion



- It's hard work
- Work smart – focus, focus, **focus**
- Understand Government business, contracting and rules of engagement
- Understand needs then discuss solutions, not capabilities
- Understand primes processes, tools and interests
- Develop an opportunity-driven approach
- **The five Ps:**
 - **Plan** your strategy and approach
 - **Prepare** to implement your action plan
 - Stay **persistent** in your efforts
 - Remain **patient** with time
 - Practice **proactive** marketing
- **Prior Planning Prevents Poor Performance**

And don't forget to have fun along the way!

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BECAUSE IT'S A MATTER OF NATIONAL SECURITY

THANKS!