

KEYS TO SMALL BUSINESS SUCCESS

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IF YOU ARE IN BUSINESS OR GOING INTO BUSINESS

- ① You must have a business plan.
- ① You must know where you are going.
- ① You must know how you're going to get there.
- ① You must have an end game.

You Must Be A Leader

- ◎ In Being a Leader:
 - Set the tone at the top.
 - Establish the culture.
 - Have the ability to inspire.
 - Maintain honesty and integrity.
 - Surround yourself with good people.
 - Let everyone take credit when things go right.
 - You take the responsibility when things go wrong.
 - Take care of your employees.
 - Commit to hard work.
 - Have good facilities.

Selling Your Services

- ⦿ Develop a good Capabilities statement.
- ⦿ You must be the one to tell your story.
- ⦿ Do your research to find out what services the Government is buying.
- ⦿ Keep your presentation brief and to the point.

Bidding

- ⦿ Do you know the customer and does the customer know you?
- ⦿ Pursue contracts within your capabilities to perform.
- ⦿ Pursue contracts within your ability to finance.
- ⦿ Write good proposals.
- ⦿ Do good costing.

Teaming

- ① Select a partner that has capabilities that you need on the team.
- ① Make sure the partner has a record of good performance.
- ① Make sure their rates are in line with what you need to submit a good cost proposal.
- ① Make sure you have the ability to manage your subcontractors.

You Are the Winner!--Now What?

- ⦿ Do you have a project manager?
- ⦿ Do you have people ready to start?
- ⦿ If there is an incumbent what about their people?
 - Will some stay?
 - Will some go?
- ⦿ Do you have a transition plan?

You Are Not the Winner--Now What?

- Get a debrief from the customer.
- How did you rank with the competition?
- Were there weaknesses in your proposal?
- Were your costs too high?
- Were your costs too low?
- Will there be opportunities to submit bids to this customer in the future?

Customer Relations and Satisfaction

- ① Visit the customer periodically.
- ① Make sure the customer knows they can call you at any time.
- ① Do not let your employees be the only face the customer sees.
- ① Good performance → the key to follow-on work with other Government agencies.

QUESTIONS ?