

The Ping-Pong Effect

Doña Storey



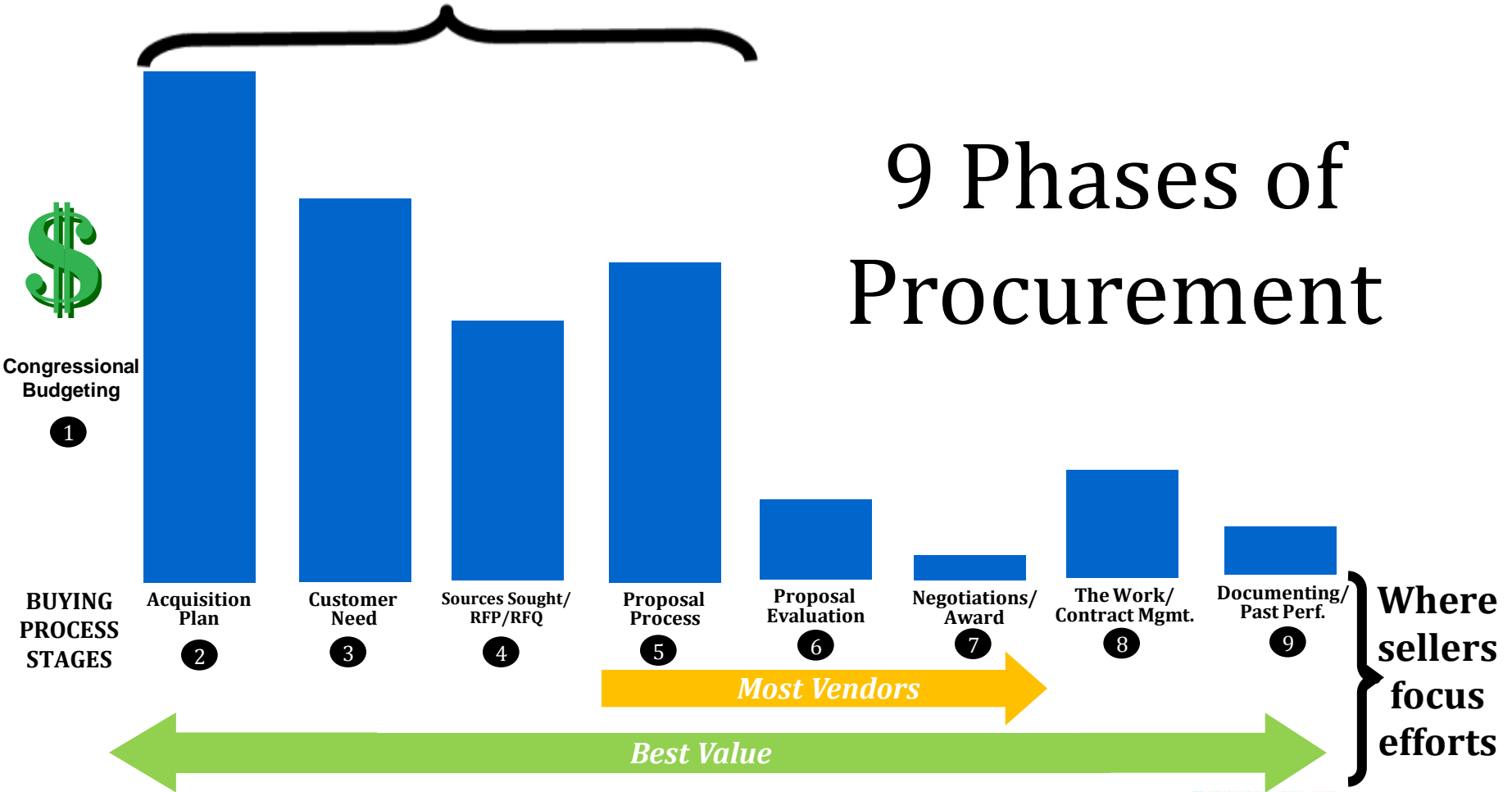
Commercial

Government

Commercial

Where buyers experience the greatest challenges

9 Phases of Procurement



What 3 Processes Result in Larger Contracts?

- Marketing
- Proposal Management
- Contract Management

Marketing

- Website
- 3 Presentations

Website

The 5 “must have” pages:

- Home page – key words
- About Us page
- Products and/or Services
- Past Performance
- Contact Us

The 3 Presentations

- 30 Second Commercial
- Technical Capabilities
- Corporate Capacity

Strategic Marketing

How are you “positioned?”

- Prime Contractor
 - Maintain Control
 - Must have Financial Capacity
 - You “own” the performance
- Subcontractor
 - Financial capacity
 - Limited liability
 - Limited documented performance

Proposal Management

... it's about *having* a process

Contract Management

... it's about documentation

Proposal Management

- Have a repeatable process
- Bid/No Bid
- Compliance, compliance, compliance
- Quick capture “must haves”
- There’s never enough time
- Always (win or lose) get a debrief

Contract Management

- Kick-off Meeting
- Understanding all the processes...especially Invoicing
- A good close-out impacts Past Performance

...the net result?

- Bigger Customers
- Size and Scope of Contracts expand

Questions?

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