



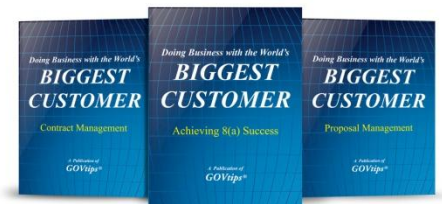
Business Strategies for Leaders

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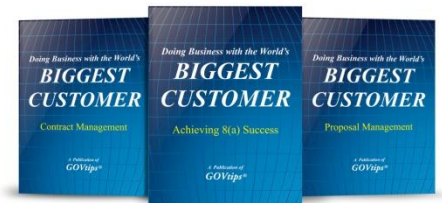
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Survival...stay alive!

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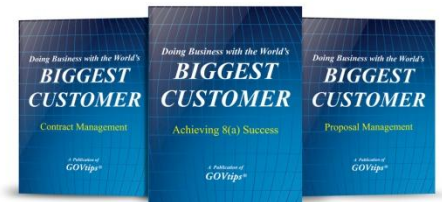
3 Key areas to examine:

- Core competency your Brand
- Business Processes
- Marketing—go to Market Strategy...not just selling



Core Competency is your Brand

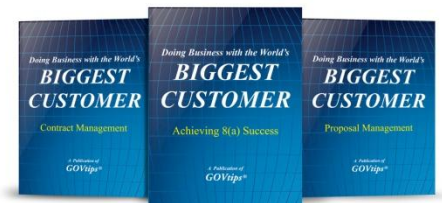
- Intangibles
- What are you known for?
- Profitability
- ROI





Examine Business Processes

- Define
- Document
- Secure Data
- Knowledge Management

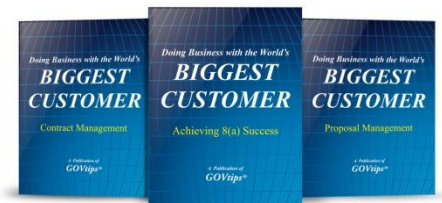


Key Processes

- Proposal Mgt...must haves
- Project Mgt - Contract Management.....document
- \$\$ Mgt-tracking & reporting

Selling

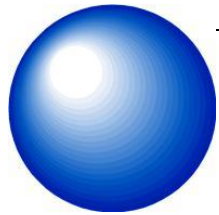
- Does your website sell?
- Fine tune your message - 3 presentations



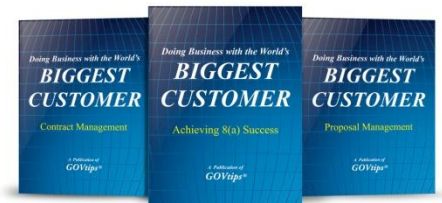
9 Phases of Procurement

- Budgeting
- Acquisition Plan
- Customer Need
- Sources Sought RFP/RFQ
- Proposal Process
- Proposal Evaluation
- Negotiations/Award
- The Work/Contract Mgmt.
- Documenting Past Performance

The Ping-Pong Effect



Commercial **Government** **Commercial**





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