Military Medical Contracting Industry Summit

Large Business / Small Business Teaming to Win
Got-to-Companies

• Top 4 Large Businesses

• Top 4 Small Businesses

SBs should not only focus on their quals and how they appear to an LB prime in terms of capability but how do they resonate with the ever changing dynamics of the customer focus and hot buttons...not just now but 5 years, 10 years out.
Why and When to Team

Why

- Most **cost** effective approach for an LB to optimize final price
- Enables a large or medium size company to **fill gaps in capability**
- When the customer is looking for a specific niche and even if the LB has this capability...adding the SB with a strong specific capability can be viewed as a **discriminator**
- With good use of SBs with specific capabilities, an LB as the overall systems integrator can tell a story that through a great small business plan...the LB can be more **flexible and utilize the SBs as plug and play add-ons**.
- Finding and using local SBs can help with **surge requirements** and give the LB Team an advantage in local recruitment

When

- LB fully understands the customer well enough and knows adding SBs is seen as a **positive in terms of contractor management**
- LB should look at "**SB Goals**" as an objective and achieve the maximum in teaming with good SB partners
- Only when the LB has done a great analysis of the RFP and the customer requirements to ensure that it is written with the 5th year of the POP in mind as oppose to the first year of performance...the LB must ensure that the would-be **SBs are future oriented** and have the necessary agility to adapt to changing budgets and fluid agency/customer requirements over the life of the contract
Achieving the Win

- Teaming Arrangements / Joint Ventures
- Build on personal relationships, trusted partnership, and company advocate
- Planning, Opportunity Identification, Selection and Qualification
  - Jointly by BD, Strategic Development Functions and company leadership
  - Pipeline review
- Resourcing the opportunity
- Customer Intimacy
  - Analysis of customer needs / requirements
- Competitive Intelligence
- Proposal Production
- Joined Qualifications
- Workshare
- Primeship or subk
After the Award

• Debrief
• Meeting with customer
• Extending Current Business with the same customer
• Program Performance and Operational Excellence
• Customer Satisfaction
• On-Contract Growth
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San Antonio, Texas  15-17 January 2013