

Holland+Knight

NDIA Small Business Conference Influence & The Federal Contracting Process: *How To Gain Access & Win*

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What is the #1 The Mission of the U.S. Government Post 9-11?

- *Prevent terrorist attacks within the United States. PERIOD.*
- Reduce America's vulnerability to terrorism
- Minimize the damage from potential attacks and natural disasters
- Protect the Critical Infrastructure (10) areas:
Water, Public Health, Emergency Services, Defense Industrial Base, Telecommunications, Energy, Transportation, Banking & Finance, Chemical Industry/HAZMAT, and Postal/Shipping
- Utilize secure information sharing techniques across all intelligence agencies in order to better gather intelligence and protect our Homeland.
- Intelligence Reform Act of 2004 (S.2845), Military Intel Reorganization Act of 2005, Office of National Intelligence Director (implementation of multi-level security clearances), etc.
- Reform Human Capital and Management within the Federal Government.

What Do Lobbyist and Government Affairs Consultants Do & Who Benefits?

- Help Open Doors for their clients-PERIOD
- Help to influence Legislation or Policy that a client is for or against
- Help to Provide Access to Decision Makers at all levels of Government
- Get paid very well for their time
- Large Government Contractors & Corporations

Helping Small Business's Gain Access:

The mission of most lobby shops in Washington is to HELP CLIENTS GAIN ACCESS. PERIOD.

- HOW YOU ASK?
- Help with strategic and tactical planning-match core capabilities with government needs (see slide #1)
- Help make key introductions to government contracting and policy decision makers
- Leverage client resources and proven successes (case studies) to position them as “industry leaders” and market their solutions as “best practices” which can be duplicated and scaled with key decision makers
- Help them to develop PACs or host events on Capitol Hill to better gain access and influence policy and decision makers w/in Government

What Do Small Businesses Need to Better Position in the Market:

- Relationship Building-Inside Agencies & on Capitol Hill
- Early Market Research & Intel Gathering on competition not based on IT tools like iNPUT, etc.
- Help with Business Development skills and White Paper Development for potential projects and funding sources
- Partnering/Teaming (with larger primes and other small firms)
- Assistance with forming Joint Ventures and accessing Market Capital
- Federal Gov't Marketing Collaterals (B2G, Key program initiatives, Best Practices, etc.)

How Lobbyist Assist with Small Business's Business Development Processes:

We help the client set-up:

- Account/Call Plans to Government Agency Decision Makers
- Support Internal Business Development Staff
- Pipeline Tracking (pre RFP intel gathering)
- Bid/No Bid Decision Grids
- Program Review (internal & external)
- Capture and Proposal Strategies/Support
- Desired Product/Service Vehicles
- Joint Venture-Mentor Protégé Selection

From the Government's stand point: The "Model" Small Business Vendor Knows the Following and Sells the value of:

- Its Core competencies
- Unique Value proposition to an agency-Knowing what the agency needs and wants from its contractor (read strategic plans)
- Past Performance
- Good marketing materials/Case Studies
- Teaming partners/JV's/Mentor protégé
- Marketing and relationship building with persistence and patience
- Schedules/Multiple award contracts (flexibility) in addition to set-aside channel partners such as 8a-SDVOB, etc.
- Open Market procurement and performance based knowledge
- Web Savvy/case studies and marketing materials (nice website-professional)