Revenue Growth
Vision to Reality
For Government Contractors

Gary A. Dunbar, Inc.
Management System

Winning Culture

Continuum Vision

Growth Company
Critical Success Factors of Growth Companies

Management System
– Business development is a managed, structured, and disciplined process

Winning Culture
– Growth leadership creates a culture of growth

Continuum Vision
– The entire business development process is an integrated continuum - not separate steps or responsibilities
## Continuum Vision

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Management System

• Structured system for tracking and evaluating all opportunities and assessing BD performance
• Business Development is integrated in revenue forecasting approach
• Formal Go/NoGo decision process
Winning culture

• CEO and leadership team personally and intimately involved in BD
• Incentive and recognition system covers all employees and is totally aligned with Revenue Growth Strategy
• Strategic Planning is dynamic and adjusted quarterly
Winning Contracts

• The current industry-wide proposal training has established a high threshold level of performance for competitive proposals -- it is the standard

• To win, you must have an approach for beating a very good “industry-standard” proposal
Gary A. Dunbar, Inc.

- $6 Billion in contract wins
- Four corporations - Consistent revenue growth of 20% to 40% per year
- Three corporations - Win rate improved 250 percent
- Two corporations - $Billion plus contract wins
- CEO of three corporations
- COO of two corporations
- Former Member of the Board - six corporations

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