SUCCESS THROUGH TEAMING
MARKETING TO PRIME CONTRACTORS

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Marketing Director
Small Business Partnerships
Agenda Items

- Who is Anteon?
- Differentiating your business
  - AKA getting a prime’s attention!
- Marketing in the U.S. Government sector
  - Beyond capabilities
  - Research and capture planning
- Calling on primes
  - Successful teaming
- Conclusion
Overview

- Leading full service provider of technology services to the U.S. government
  - More than 1,000 customers
- Founded in 1976; IPO in 2002 (NYSE: ANT)
- Headquarters in Fairfax, Virginia
  - More than 100 field offices worldwide
  - 9,500 Team Anteon employees
- Outstanding track record of growth and operating performance
- For more information and a list of our locations, visit www.anteon.com
DIFFERENTIATING YOUR BUSINESS AND
GETTING A PRIME’S ATTENTION
A Good Small Business Partner
Considerations

- Core capabilities and past performance
- Price
- Personnel experience
- Resource availability and HR stability
- Location
- Financial solvency
- Reputation
- Organizational conflict of interest (OCI)
- Dependable, a team player, and responsive
- Easy to work with on projects
- Follow-through and follow-up!
How Can You Add Value?

- Niche Technologies
- Market Knowledge
- Customer Focus
- Marketing Focus
- Customer Reputation

VALUE PROPOSITION
MARKETING IN THE U.S. GOVERNMENT SECTOR
Federal Sector Marketing

- Business and marketing plans
- Market research
- Network through conferences and professional associations
- Develop core of trusted teaming partners (SB and LBs)
- Attend training
- Knowledge of U.S. government contracting
- Government purchase cards
- Line of credit
- CAGE Code, Dun and Bradstreet, and NAICS
- Databases: CCR, DSBS (Pronet), ORCA, etc.

Do Your Homework First!

Focus, Focus, Focus!
Differentiating Yourself

Know Customers

- Understand potential customers:
  - Purchasing history, price
  - Cost sensitivity
  - Budget for your product or service
  - Problems – help them solve!
  - Desire to solve the problem – do they have $?
  - Desire to work with your company – do they need you?
- Past and future buying requirements
- Procurement forecasts
- Main primes
- Major competitors

Develop a clear roadmap of where you want to go and how you will get there
Capture Planning
Develop Specific Opportunities

- Develop a contact plan
  - What issues for discussion
  - Where is the information
  - When should we get the information
  - Why talk with specific people
- Make contacts
  - Listen to prospective customers
  - Develop a trust relationship with customer
- Gather information
  - Incumbent strengths and weaknesses
  - Grow trusted relationship with the customer
  - Customer priorities
  - Funding sources

- Plan
  - When to show how you will solve a customer’s problem
  - Strategic and contingency hires
- Gather other data
  - Competitor analysis
  - Cost estimates
  - Win theme
Don’t sell capabilities – uncover customer problems and opportunities, then offer solutions!
CALLING ON PRIMES
AND SUCCESSFUL TEAMING
Calling on Primes

- Opportunity-driven approach
- Research first!
  - Check company web sites
  - Talk to contacts
  - Read the government and technology journals
  - Know “hot buttons”
- Prepare “elevator” speech but cater it to organization and/or company
- Prove real interest
  - Follow-through on actions and requests!
  - Be responsive
  - Show enthusiasm!

Do your homework first!
Teaming

- Timing – as early as possible!
- **Read the RFP** first, if available (or know what the real opportunity is about)
- RFP requirement and your fit – tell us:
  - Related niche or capability areas
  - Related past experience
  - Customer knowledge and experience
  - Why your company?
  - Why Anteon?
- Make sure you are registered with Anteon
  - Go to www.anteon.com – About Us – Small Business
- Have a **non-disclosure agreement (NDA)** before discussion details
- You need a **teaming agreement (TA)** to be on a team
Successful Small Businesses*

Four major themes for successful small businesses:

1. Do their homework
   • On customers, their mission, budgets, etc.

2. Participate in outreach and networking events
   • Selectively, based on market focus

3. Understand the federal procurement system
   • Understand, contracting, IDIQs, standalone contracts, etc.

4. Understand concept of teaming
   • Joint ventures, teaming arrangements, prime/sub, mentor-protégé relationships, etc.

* Kevin Boshears, OSDBU Director, DHS
- Washington Technology, 13 December 2004, advertising supplement in *Building Better Government Through Trusted Partnerships*
- 390 solution providers – key attributes when considering a partner for a government contract:

<table>
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<th>PARTNER</th>
<th>VERY IMPORTANT</th>
<th>IMPORTANT</th>
<th>TOTAL</th>
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<td>Previous work with solution provider</td>
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<td>37.4</td>
<td>76.6</td>
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<td>Relationships with targeted government agency</td>
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<td>26.9</td>
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<td>Sought-after technical expertise</td>
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<tr>
<td>Provides niche technologies</td>
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<td>38.7</td>
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The real key to teaming....

Be proactive in your marketing efforts!

Do your homework!
Conclusion

- It’s hard work
- Work smart – focus, focus, focus
- Understand Government business, contracting and rules of engagement
- Understand needs then discuss solutions, not capabilities
- Understand primes processes, tools and interests
- Develop an opportunity-driven approach
- The five Ps:
  - Plan your strategy and approach
  - Prepare to implement your action plan
  - Stay persistent in your efforts
  - Remain patient with time
  - Practice proactive marketing
- Prior Planning Prevents Poor Performance
  
  And don’t forget to have fun along the way!
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BECAUSE IT'S A MATTER OF NATIONAL SECURITY

THANKS!