Maximizing the Prime-Subcontractor Relationship

A Subcontractor’s Perspective

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Who is Odyssey?

- Privately-Held Technical Consulting Firm founded in 1997
- 160 Employees
- #388 on the Inc. 500 in 2004
- Projected 2006 Sales: $22.0M
Our Large Business Team Partners
Historical Revenue Distribution
What Makes a SB Partner Attractive?

• Fills a Niche
• Contributes to the Team
• Delivers What They Promise, When They Promise
• Acts with Honesty and Integrity
• Makes Doing Business Easy
• Recognizes Business is a Two Way Street
Growth Through Subcontracting - Tips

• Market Your Company on the Basis of What You Can Do for the Prime, not What S/he Can Do For You
  • Demonstrate Knowledge of a Specific Opportunity
  • Share Intelligence
  • Listen
  • Help the Prime to Understand how your Qualifications will contribute to the team’s success
• Quality in all you do
• Samples, Handouts, Leave Behinds, White Papers
Growth Through Subcontracting - Tips

• Common Sense Ways to Succeed in Subcontracting
  • Support Prime’s Proposal Development
  • Give Something for Nothing
  • Produce Perfect Invoices – on-time and accurate
  • Produce Perfect Reports – in the Prime’s Format
  • Make the Prime’s Life Easy
  • Stuff Happens – Don’t Demand and Don’t Whine
  • It’s More Fun to Do Business With People You like
Summary

- Subcontracting is the springboard for small business growth
- Large Businesses Need Qualified Small Businesses
- Demonstrate how your firm can ADD VALUE
- Give something to get something
- Make it easier for the Prime to give the work to you than to your competitor