IF YOU ARE IN BUSINESS OR GOING INTO BUSINESS

- You must have a business plan.
- You must know where you are going.
- You must know how you’re going to get there.
- You must have an end game.
You Must Be A Leader

In Being a Leader:

- Set the tone at the top.
- Establish the culture.
- Have the ability to inspire.
- Maintain honesty and integrity.
- Surround yourself with good people.
- Let everyone take credit when things go right.
- You take the responsibility when things go wrong.
- Take care of your employees.
- Commit to hard work.
- Have good facilities.
Selling Your Services

- Develop a good Capabilities statement.
- You must be the one to tell your story.
- Do your research to find out what services the Government is buying.
- Keep your presentation brief and to the point.
Bidding

- Do you know the customer and does the customer know you?
- Pursue contracts within your capabilities to perform.
- Pursue contracts within your ability to finance.
- Write good proposals.
- Do good costing.
Teaming

- Select a partner that has capabilities that you need on the team.
- Make sure the partner has a record of good performance.
- Make sure their rates are in line with what you need to submit a good cost proposal.
- Make sure you have the ability to manage your subcontractors.
You Are the Winner! -- Now What?

- Do you have a project manager?
- Do you have people ready to start?
- If there is an incumbent what about their people?
  - Will some stay?
  - Will some go?
- Do you have a transition plan?
You Are *Not* the Winner--Now What?

- Get a debrief from the customer.
- How did you rank with the competition?
- Were there weaknesses in your proposal?
- Were your costs too high?
- Were your costs too low?
- Will there be opportunities to submit bids to this customer in the future?
Customer Relations and Satisfaction

- Visit the customer periodically.
- Make sure the customer knows they can call you at any time.
- Do not let your employees be the only face the customer sees.
- **Good performance** → the key to follow-on work with other Government agencies.
QUESTIONS ?