Approaches to Successful Prime Contractor Relationships

Lynn Simmons

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General Dynamics – A Proven Market Leader

Four Business Groups, customer-aligned to address mission-critical needs

General Dynamics C4 Systems
Supplier Diversity
www.gdc4s.com/SupplierDiversity
Information related to:
• Doing Business With Us
• Calendar of Events
• GD Registration site (common for all GD) – Capabilities information
• Small Business Resources
• EDGE Innovation Network

CONTACT:
smallbusiness@gdc4s.com

General Dynamics – SUPPLIERS
www.gd.com/Suppliers
Information related to:
• SBLO Locator – by GD Business Group and Unit
• Expectations
• Overview of each Business Group and Unit
• Mentor-Protégé Program
• FAQs and GD Registration
• Events

General Dynamics C4 Systems:
• Command and Control
• Communications Networking
• Rugged Computing
• Information Assurance
• Cyber Defense

AEROSPACE
Business Aviation

COMBAT SYSTEMS
Land and Expeditionary Combat Vehicles and Systems, Armaments and Munitions

MARINE SYSTEMS
Shipbuilding and Marine Systems

INFORMATION SYSTEMS AND TECHNOLOGY
Mission-Critical Information Systems and Technology

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Areas of Interest

Focus on Commodity Procurements: COTS, Software, Cables, Electronics, PWB, Semiconductor

Diverse small business inclusion in important areas, including:
- System development technology insertion and maturation
- Authorized distributors of electronic component manufacturers or authorized diversity partners to OEMs
- Machining and sheet metal fabrication suppliers within the East Coast region
- Development of nanotechnology
- Circuit card assembly capabilities
- Fiber optic cables
Decision Making Approach

- Core Capabilities and Past Performance
- Competitive Pricing/Best Overall Value
- Program Risk
- Reputation
- Cost and Cycle Time Reduction Programs
- Quality Procedures/Certifications and Continuous Improvement
- Technological or Service Advantages and Innovations
- We encourage our large and small technology suppliers to collaborate to provide alternative supply channels
Selection Process: Risk Factors, Risk Mitigation

- Financial solvency/risk/strength (DnB, SAM)
- Business Experience in Defense Industry
- Counterfeit Compliance
- Conflict Minerals Compliance
- International Traffic in Arms Regulations (ITAR) Compliance
Recommendations

Do Your Homework First

Opportunity Driven Approach

- Differentiate yourself (Add Value)
- Know your strengths & core capabilities

Research First

- Company websites
- Talk to contacts
- Government and technology journals
- “Hot buttons”
- Government industry days and targeted events
- Understand what we do!

Prepare “Elevator” Speech But Tailor it to Company

- Unique capabilities
- Past experience
- Customers served
- Added value

Prove Real Interest

- Follow through on actions and requests!
- Be responsive!
- Show enthusiasm!