



The Insider Series:
Session Five – Putting it All Together

Presenter: Andra L. Hargrave



Advancing Small Business is Our Business.

- ✓ free **consulting**
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Andra Hargrave

Founder - Global Sales Advisors Government Relations firm
Specializing in State and Federal Lead Development.



Your Speaker – Andra Hargrave

- Army & Minnesota Army National Guard
- Founder - Global Sales Advisors Government Relations firm Specializing in State and Federal Lead Development.
- Federal Procurement Consultant For Department of Transportation (SBTRC)
- Director of Certification for the RMMSSDC
- Colorado State Lead SBDC Center State Veterans Representative
- State SBDC Consultant for Connect2Dot program
- Colorado MBO Federal Certification Consultant



Our Expertise



Specializing in state and federal lead development since 1999.

We specialize in calling on governmental and corporate contracting personnel and program managers in order to:

- Gather information on upcoming opportunities before they are advertised.
- Introduce the clients' products or services.
- We set up the capability briefings and technical capability briefings.

We perform the part of lead development that your sales teams do not like to do.





The Series – Supplier Diversity

- **Session One: - Understanding Supplier Diversity – Getting Your Questions Answered**
- **Session Two - Supplier Diversity (Understanding Certifications)**
- **Session Three - Targeting Corporations (Supplier Portals)**
- **Session Four - Supplier Diversity (Events)**
- **Session Five - Targeting Corporations Through Supplier Diversity (Putting It all together)**

Prime Contractor Or Sub-Contractor

Corporate Prime Contracting

- Internal
- Supplier Diversity

Corporate Subcontracting

- External
- Governed By External Agencies

Which Door Should I Try?



Supplier
Diversity



Internal to
Corporation

Federal
Subcontracting



SBLO's
IDIQ/GWACs

S.L.E.D
Division



Local
Certification
Requirements

International
Division



Country
Requirements

The Two Types of Opportunities



Originated

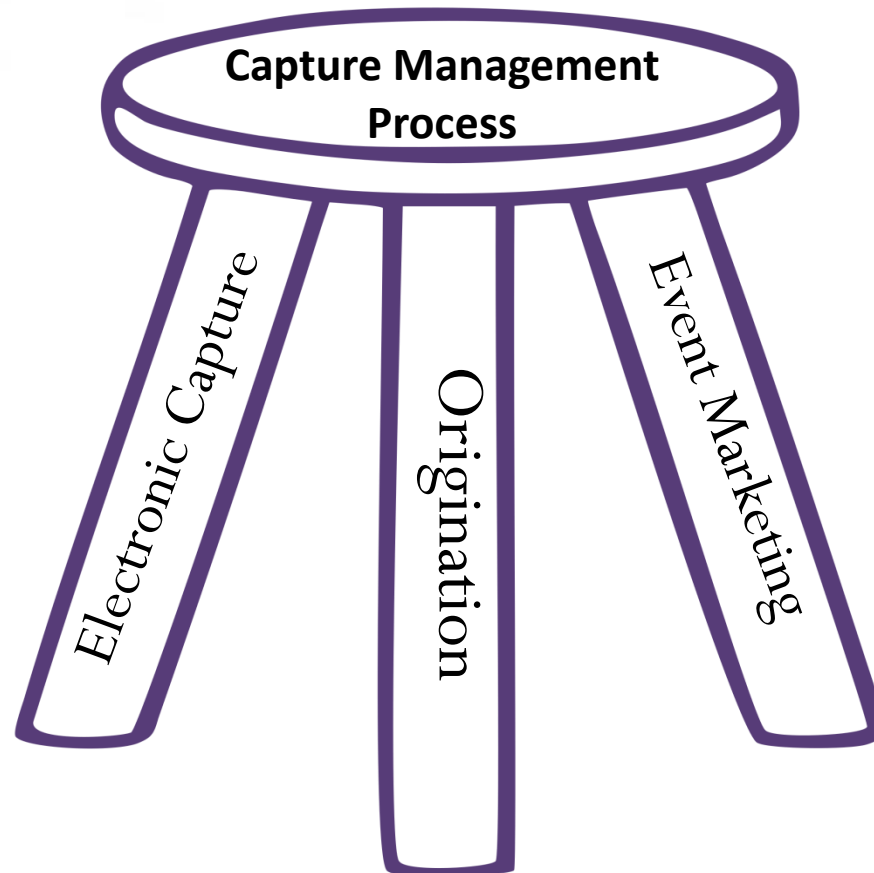
- You created the opportunity
- Agency will never create a solicitation. (On it's own)
- Agency has purchased before but there are not active solicitations for the product or service.

Solicited

- The organization has created a SOW or Draft Scope for the requirement.
- The organization has advertised either a Sources Sought, Request for Information or Combined Synopsis for the requirement.

Corporate Lead Development

- The Three-Legged Stool



Alphabet Soup of Certifications?

Disadvantaged Business Enterprise (**DBE**), Minority Business Enterprise (**MBE**), Women Business Enterprise (**WBE**), Women Owned Business Enterprise (**WOSB**), Economically Disadvantaged Business Enterprise (**EDWOSB**), Historically Underutilized Business Zone (**HUBZone**), 8(a)/Socially Disadvantage Business (**SDB**), Minority Business Enterprise (**MBE**), Women Business Enterprise (**WBE**), Emerging Small Business (**ESB**), Small Business Enterprise (**SBE**), Veteran Business Enterprise (**VBE**), Veteran Owned Business (**VOB**), Service Disabled Veteran Owned Business (**SDVOB**), Airport Concessions Disadvantaged Business Enterprise (**ACDBE**), Small Business Enterprise Concessions (**SBEC**)

Understanding Certifications



A Social-Economic Certification is a acknowledgement or recognition of a specific business category related to business ownership. A certification states that you have met the minimum requirements to be granted an official recognition or designation.

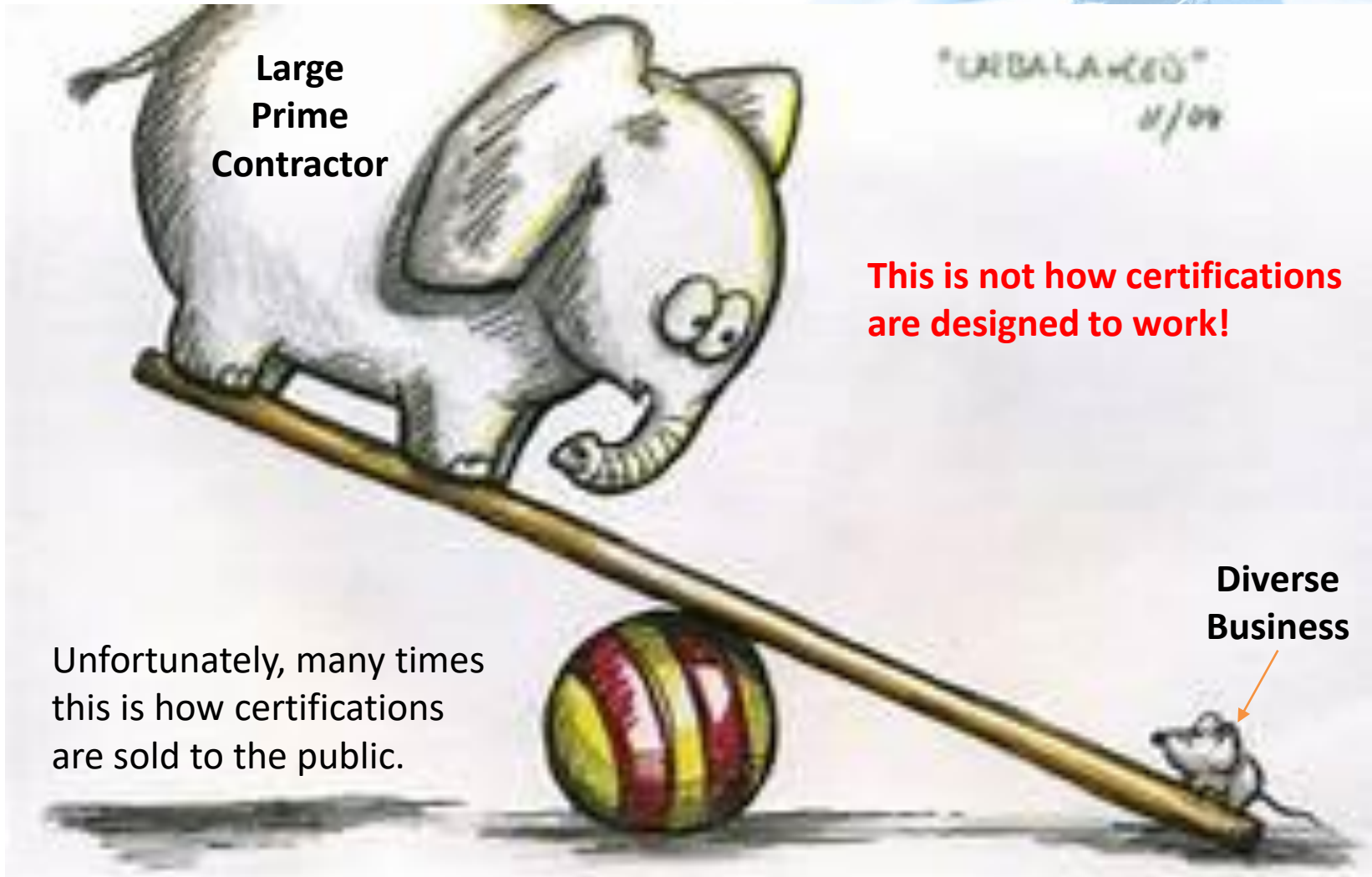
Example: If a woman owns 51% of a company, then the company can then be certified as a woman-owned company.

Why Get Certified?



- Levels the playing field
- Limits the competition
- Subcontracting Relationship
- Partnership & Mentor Protégé
- Doing business with other Certified companies

Leveling the Playing Field



Getting You in the Room



Prepared For:
{{recipient_company_name}}
{{recipient_full_name}}
{{recipient_email}}

From:
{{sender_company_name}}
{{sender_full_name}}



Corporate Certifications



MOUNTAIN PLAINS MINORITY SUPPLIER DEVELOPMENT COUNCIL – MBE

- **Access.** Certification gives MBEs exclusive access to top corporate purchasing agents, premium networking events, searchable supplier databases, affordable consulting services, technology programs, and vital introductions to nationally known corporations.

WOMEN BUSINESS ENTERPRISE DEVELOPMENT COUNCIL (WBENC)

- Opportunities, access, capacity development, recognition, business promotion, and advocacy.

NATIONAL GAY AND LESBIAN CHAMBER OF COMMERCE

- An exclusive, third-party certification that verifies the businesses are majority-owned by LGBT individuals.

Corporate Certification - Part 2



NATIONAL VETERAN BUSINESS DEVELOPMENT COUNCIL (NVBDC)

- Organization gives Veteran's access to top corporate purchasing agents, premium networking events.

NATIONAL VETERAN OWNED BUSINESS ASSOCIATION (NAVOBA)

- Opportunities, access, capacity development, recognition, business promotion, and advocacy.



Who Has Supplier Portals?

What is a Supplier Portal?



A vendor portal is a secure, proprietary system for managing and communicating with third-party suppliers of goods and services.

Companies, organizations, and government agencies that interact with large numbers of vendors across operational areas are most likely to implement this type of formal management system.

Why do I want to register?



Contract Proposal

Prepared For:
{{recipient_company_name}}
{{recipient_full_name}}
{{recipient_email}}

From:
{{sender_company_name}}
{{sender_full_name}}





Marketing at Events (Networking)

What is Networking?

Networking is the exchange of information and ideas among people with a common profession or special interest, usually in an informal social setting.

Food for Thought



- If you did not create the product or service or if the service or product is not proprietary in nature, chances are the organization is already purchasing it.
- If the company is already purchasing the product or service and are happy with the vendor, you are not going to displace that vendor. (Move on)
- People do not will always purchase from who they like, but I can guarantee that they will not purchase from people they don't like.



Networking

Prime Contractor Event Marketing



- Goal is to initiate a relationship
- Gather information
- Set up the next meeting (Capability Briefing)
- Set up Technical Capability Briefing
 - Program Manager
 - Estimator
 - End User, etc.

Marketing to Primes (External Contracts)



- Procurement fairs / Town hall, etc.
- Small business outreach events
- Pre-Solicitation / Pre- bid events
- Contractor meet-and-greet sessions
- Mandatory pre-bid small business networking
- Reverse trade fairs
- Small business forums
- Industry "hot topic" events

Industry Day Events



Industry day is designed to provide information to businesses about future requirements and also to gain some industry insight regarding best practices and standards so you can assist with requirements development.

- Department Heads

Town Hall Meetings/Forums



OBSERVATIONS:

Tend to be more political in nature and will usually be attend by Division Chiefs with Department Heads and Program Managers in the wings to answer tough questions.

Pre-Solicitation Conference



A meeting held with potential contractors prior to a formal solicitation, to discuss technical and other problems connected with a proposed procurement.

Corporate Organization Charts

ORGANIZATIONAL CHART OF CATERPILLAR INC.



✉ 17 executives to email now

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Updated May 22, 2020

★Anything missing? We search.

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Cheryl H. Johnson is Chief Human Resources Officer of Caterpillar Inc. She manages all aspects of Human Resources including Talent Acquisition and Management, Learning and Development, Diversity and Inclusion, Compensation and Benefits, Shared Services and Employee and Labor Relations.

[LEARN MORE](#)

Prime Contractor Business Cards



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U.S. AIR FORCE



NREL
NATIONAL RENEWABLE ENERGY LABORATORY

NREL is a national laboratory of the U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy, operated by the Alliance for Sustainable Energy, LLC.

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Carolyn Helstrom
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Federal Highway Administration
Central Federal Lands Highway Division



U.S. Department of Housing and Urban Development
Office of Small and Disadvantaged Business Utilization
451 7th Street SW, Room 2200
Washington, DC 20410-0001
www.hud.gov

Swimming Up Stream



Swimming Up Stream

**Gate
Keeper**



Direct Marketing “Phone”



- Phone - When contacting a decision maker have a reason for calling. (Do not waste their time, don't talk about you.)
- Preset Meeting – Bring the data, quickly identify the dilemma and the solution.
- Walk up – (Conference or Round Table) – Never assume that you can schedule a office visit or get a contract on the first meeting.


(Do not call on a decision maker with an I can do anything concept.)

Marketing to Primes (External)



- Know the unit or division you are targeting.
- Come offering a niche or competitive advantage.
 - If you didn't create it someone is already there.
- Perform the registrations if required. (????)
- Source contract information before targeting the department level.

GOAL:

A black chess knight piece is positioned on a chessboard, which is the background of the slide. The knight is a horse's head and neck, facing right. The chessboard has a checkered pattern of light and dark squares. The lighting is soft, creating a slight shadow of the knight on the board.

Only play a game you
know you will win.

Thank you for watching



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