



The Insider Series:
Selling to Fortune Level
Corporations – Part 1

Presenter: Andra L. Hargrave





Advancing Small Business is Our Business.

- ✓ free **consulting**
- ✓ practical **training**
- ✓ business **resources**
- ✓ business **recovery + continuity**

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Andra Hargrave

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

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.





Why the Development of the Series?

This workshop was created to help small and diverse companies navigate the complex arena of major corporations or what is commonly referred to as:

Fortune Level Corporations



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)**

Corporate Supplier Diversity



Supplier diversity is a business strategy that ensures a diverse supplier base in the procurement of goods and services for any business or organization. It emphasizes the creation of a diverse supply chain that works to secure the inclusion of diverse groups in the procurement plans.

- CVM Solutions

(A Koll Company)

Prime Contractor Or Sub-Contractor

Corporate Prime Contracting

- Internal
- Supplier Diversity

Corporate Subcontracting

- External
- Governed By External Agencies

Corporate Internal (B2B) Positives



- For most companies it is an extension of their corporate or commercial sales.
- Shorter bidding cycles
- Fewer competitors per opportunity
- No forced certification based re-completes
- Much larger potential clientele base to include: (Prime Contractors, Fortune 500, Fortune 1000 and the Global 500).

Corporate Internal (B2B) Positives



- Most cases you do not have the governmental reporting requirements.
- It is easier to build a relationship with a corporation once you are in.
- It is easier to continue to work with a corporation than deal within federal competition rules.

Corporate Internal (B2B) Negatives



- Not required to advertise their opportunities to the open market.
- Most will maintain an internal vendor database that is not open to the public for review.
- No forced certification based requirements
- No incentives to break contracting/purchasing opportunities into smaller opportunities.

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

Using Certifications Strategically



- DBE/ESB Certifications
 - Vendor Events (Regionally & Nationally)
- Corporate MBE/WBE
 - Major and Fortune Level Corporations through Corporate Events (Regionally & Nationally)
- Federal Certifications
 - Set-Asides, Sole Source & Direct Award
- Certification to Certification (B2B) Opportunities
- Mentor Protégés & Joint Ventures

Prime Or Sub-Contractor?



GSA claims no affiliation or relationship with the above-mentioned company . Above mention companies are for illustration only.

Federal Pricing Thresholds



Micro
Purchasing

Simplified
Non-Formal

Simplified
Formal

Full & Open

COTS

Corporate Pricing Thresholds



Micro Purchasing
(Manager)

Simplified Non-
Formal
(Department Head)

Formal
Purchasing /
Contracting

Governmental Prime Contractors



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Federal Subcontracting / U.S. DOT/CDOT



Pursuant to Public Law 95-507, and subsequent legislative mandates, large prime contractors receiving Federal contract awards valued over \$700,000 (\$1.5 million for construction) are required to establish plans and goals for subcontracting with small businesses, veteran-owned small businesses, service disabled veteran-owned small businesses,

Corporate External (B2B)



- Tide directly to external governmental organizations and agencies.
- Contracts may have social economic certifications attached to them and will be enforced by external agency.
- Internal Supplier Diversity personnel may or not have any responsibility within the contract.
- External contracting opportunities will have their own SBS or SBLO personnel.

Sourcing Governmental Primes

- ▶ Each agency is required to maintain a complete listing of their contract holders.
- ▶ Most will provide a listing of the contracts which they hold.

ACS Government Solutions Group, Inc One Curie Court Rockville, MD 20850 (301) 721-5540 Joni L. Miller	BoozAllen and Hamilton, Inc 8283 Greensboro Drive McLean, VA 22102-3838 (703) 902-5478 Deborah Jackson-Hamilton	Science Application International 10260 Campus Point Drive San Diego, CA 92121 (858) 826-2523 Lynn Livengood
Beverly Health & Rehabilitation Services 1000 Beverly Way Ft. Smith, AR 72919 (501) 201-5265 Jeff E. Hutton	Price Waterhouse Coopers, LLP12902 Federal Systems Park Drive Fairfax, VA 22033-44121 (703) 633-4000 James R. Watson	Systems Research & Applications 4300 Fair Lakes Court Fairfax, VA 22033 (703) 803-1833 Denise L. Lee
Birch & Davis Associates, Inc 8905 Fairview Road Silver Spring, MD 20910 (301) 589-6760 Mitch Franklin	QTC Medical Group, Inc 1350 South Valley Vista Drive Diamond Bar, CA 91765 (909) 861-0400 Marjie Shahani	

Governmental Prime Contractor



Booz | Allen | Hamilton

Governmental - <https://www.boozallen.com/government-contract-vehicles.html>

Supplier Diversity - <https://www.boozallen.com/about/diversity-equity-and-inclusion.html>

Booz | Allen | Hamilton (IDIQs)

- Centers for Disease Control (CDC) Information Management Systems (CIMS) HHSD200201037198I
- Contracted Advisory and Assistance Services (CAAS) IV FA4890-12-D-0019
- Department of Homeland Security (DHS) Continuous Diagnostic and Mitigation (CDM)/Continuous Monitoring as a Service (CMaaS) -GS00T13AJA0008
- DHS EAGLE II - HSHQDC-14-D-E2051
- ENCORE II - HC1028-08-D-2015
- NETCENTS Application Services - FA8732-15-D-0003
- NETCENTS NETWORK OPERATION (NetOps) - FA8732-15-D-0034
- Research, Measurement, Assessment, Design, Analysis (RMADA) HHSM500201400030I
- SeaPort-e N00178-04-D-4024
- Transformation Twenty-One Total Technology Next Generation (T4NG)-VA118-16-D-1007
- TRICARE Evaluation, Analysis, Management, and Support (TEAMS) 81XWH-08-D-0025

Booz | Allen | Hamilton (GWACS)

- ALLIANT - GS00Q09BGD0019
- ALLIANT - GS00Q09BGD0013 Booz Allen Engineering Services LLC
- Chief Information Officer – Solutions & Partners 3 (CIO-SP3)
HHSN316201200008W
- Cyber Security & Information Systems Technical Area Tasks (CS TAT)- FA8075-16-D-0003
- Defense Systems Technical Area Tasks (DS TAT) - FA8075-14-D-0016
- GSA Human Capital and Training Solutions (HCaTS) - Contract Vehicle
GS02Q16DCR0005 and GS02Q16DCR0038
- Homeland Defense and Security Technical Area Tasks (HD TAT) - FA8075-14-D-0002
- HR Solutions - W91WAW-10-D-0007
- ITES-2S - W91QUZ-06-D-0019
- One Acquisition Solution for Integrated Services (OASIS) OASIS Pool 1:
GS00Q14OADU108 OASIS Pool 2: GS00Q14OADU203 OASIS Pool 3:
GS00Q14OADU308 OASIS Pool 4: GS00Q14OADU406 OASIS Pool 5A:
GS00Q14OADU505 OASIS Pool 5B: GS00Q14OADU604 OASIS Pool 6:
GS00Q14OADU705 Show Details
- Strategic Partners Acquisition Readiness Contract (SPARC) -
HHSM500201600015I

Session Two – Understanding Certifications


- What certifications apply to both Supplier Diversity & Subcontracting.
- What's in a Corporate Title: SBS, SBLO, Supplier Diversity, End-User, Program Manager, etc.
- Who do I talk to and how do I reach the right contact?
- The marketing “Merry Go-Around” and how do I get off the ride?
- What do I say to the corporate contact?

Questions



- ***Be Honest with me*** - do certifications help me win work with Fortune Level Corporations?
- ***Corporate Spend*** - What does it mean and is it real?
- **Certifications** - Does my State and Federal Certifications apply to Supplier Diversity? – *The answer might surprise you.*
- ***Contracting*** - How is corporate contacting different than State and Federal Contracting?
- **Supplier Diversity** - How do I find corporations that have a supplier diversity program?

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 light and dark square pattern. The knight is on a light square. The background is slightly blurred, focusing attention on the knight.

Only play a game you
know you will win.

Thank you for watching



Contact Information



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