

# **Small Business Executive Leadership Team (SBELT)**

## **Doing Business with Primes**

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- Small Business Goals/Subcontracting
- Marketing Strategies
- Teaming
- Subcontracting Attributes
- Resource Websites
- Final Thoughts
- Questions



- Register in System for Award Management (SAM.gov) to generate new Unique Entity ID – Official identifier for doing business with the government and SBA (Dynamic Small Business Search).
  - Update annually or as company capabilities and key contact's change
- Have your capabilities statement ready (1-2 pages). Catalyst approved!
- Prepare your elevator speech
- Have a supply of business cards
- Be prepared / do your research
  - Gather information about the corporation/organization (technical/relationships)
  - Know how you fit into the business (Are we using your commodity/service in our products?)
  - Be familiar with the Prime customers and programs they support
  - Identify technology, if applicable, that may be a factor for further discussion



## DO

- **Be focused and positive (One chance to make a first impression)**
- **Be prepared and understand where your capabilities can benefit their business**
- **Discuss customers, locations, SB Classification, # of employees**
- **Identify opportunities/discuss particular opportunity**
- **Share who you know (customer relationships)**
- **Quality Standards/Certifications**
- **Ask questions (next step) / understand communication preference**

## AVOID

- Suggesting the Prime visit your website for capabilities
- Using the SB Classification as a capability/strength
- Promising something and not delivering
- Misrepresenting experience or past performance



### DO

- **Follow-up with Point of Contact (POC) for next step (meeting/telecom)**
- **Notify everyone involved weeks prior to determine if an NDA (Non-Disclosure Agreement) is needed**
- **Assemble the right team to engage in a more in-depth discussion to ensure you are prepared for a higher-level meeting**
- **Request appropriate file type (i.e., PDF) when providing requested documentation**
- **Know your audience – get profiles from POC**
- **Finalize meeting date/time/location**
- **Rely on your POC to help you understand situational awareness**

### AVOID

- **Sending the POC a meeting invite if not pre-coordinated**
- **Excluding the original POC if begin working with different POC**
- **Sending a blast thank you note**



## DO

- Provide short re-cap of your business and who referred you
- Be prepared to discuss
  - Pertinent past performance
  - Unique capabilities (top differentiators)
  - Specific programs or areas of interest
- Develop Strategic Alliance
  - Understand the communication preference
  - Explore needs/gaps and provide solutions
- Be time sensitive. Do not try to prolong discussions
- Actively listen to opportunities (make it interactive)
- Understand the Company Organization in area you are pursuing work

## AVOID

- Talking general if you are interested in specifics
- Being afraid to ask questions
- Promising something and not deliver



### DO

- **Research the Solicitation**
  - Begin 18-24 months out from expected RFP
  - Monitor agency forecast and schedules
  - Respond to RFIs and Sources Sought
  - Review the SOW/PWS
  - Identify where you can add value to the team
- **Communicate your interest to SBLO**
- **Stay in touch with SBLO on teaming decisions**
- **When selected to team**
  - Invest resources and expertise to the proposal
  - Be prepared for timely responses
  - Provide quality inputs and be thorough

### AVOID

- Waiting too long to start
- Understand frequency of follow-up for teaming decisions



# Subcontracting Attributes

## **Goal: Obtain a Purchase Order (Contract)**

- **Work honestly and ethically**
- **Work as a team**
- **Stay Customer focused**
- **Provide reasonable cost**
- **Maintains good safety record**
- **Maintain relevant experience/past performance**
- **Be reliable/responsive/flexible**
- **Exhibit a commitment to quality**
- **Be Financially responsible**
- **Demonstrate patience with the Prime & Customer**
- **Define your unique capability (top 3 differentiators)**
- **Identify specific programs or areas of interest**
- **Commit to invest resources (B&P monies)**
- **Understand the issues/develop a path ahead for future business**
- **Foster relationships**





## **MSFC Small Business Directory**

<http://doingbusiness.msfc.nasa.gov/>

## **Acquisition Forecast Tool**

<http://www.hq.nasa.gov/office/procurement/forecast/>

## **NASA Office of Small Business Program**

<http://osbp.nasa.gov/>

## **NASA VENDOR DATABASE**

<https://www.nasa.gov/osbp/nasa-vendor-database>

## **Small Business Administration (SBA)**

<https://www.sba.gov>



Find the most qualified supplier to meet the Technical requirements, within Cost and on Schedule - Satisfied customer!

Create a relationship with Small Businesses as teammates to strategize and capture future procurements together.

Prime must meet/exceed Small Business goals required on the Contract.



- **Understand the industry you are involved in**
- **Develop your strategy plan early**
- **Highlight your unique capabilities**
- **Always remember to be innovative, and be able to back it up**
- **Do not bad mouth your competitors**
- **Be ready to reply on short notice**
- **Work through the SBLO or other designated point of contact**
- **Be kind, patient and persistent**
- **Market Your Business - Increase your company's visibility**
- **Network, Network, Network**



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