

RE-ENVISIONING DOYLE DRIVE

PRESIDIO PARKWAY

BUSINESS DEVELOPMENT STRATEGIES

*INCREASING YOUR COMPETITIVE EDGE:
CREATING AN EFFECTIVE “LINE CARD”*

CALTRANS DISTRICT 4 HEADQUARTERS
JULY 7, 2011



Workshop Agenda:

- ▶ Introductions
- ▶ Part I Business Development Strategies Presentation
- ▶ Part II One-On-One Meetings with Prime Contractors/Business Development Experts
- ▶ Part III Meet with Graphic Designers

Workshop Introductions

► **Curtis Lindskog**
Presenter



What is Business Development?

- ▶ Techniques designed to create and grow a business
 - Part I
 - Defining your business
 - Part II
 - Intelligence gathering
 - Networking & Teaming
 - Identifying opportunities
 - Part III
 - Sales cycles
 - Branding



Part I - Defining Your Business

- ▶ What do you do?
- ▶ Is there a demand for what you do?
- ▶ Who needs your services?
- ▶ How are your services purchased?



Part II - Intelligence Gathering

- ▶ “Click” research
- ▶ Associations and Affiliations
- ▶ Outreach or client events/activities
- ▶ Connecting the dots.
- ▶ Networking



Networking

- ▶ Speed dating
- ▶ Social skills – FTF conversations
- ▶ People do business with people who:
 - Communicate well
 - Bring perceived value
 - Meet a specific goal
 - Strong reputation



Teaming

- ▶ Must bring a value to the prime
 - Technical expertise
 - Unique or recognized in the market place
 - Ability to help the prime/team win
 - Knowledge of or relationship with the client
 - Ability to influence decision makers
 - Fulfill client requirements
 - Existing relationship with the Prime

Identifying Opportunities

- ▶ Websites
- ▶ Printed media
- ▶ Networking
- ▶ Associations-Affiliations
- ▶ Pre-bid meetings
- ▶ Existing relationships



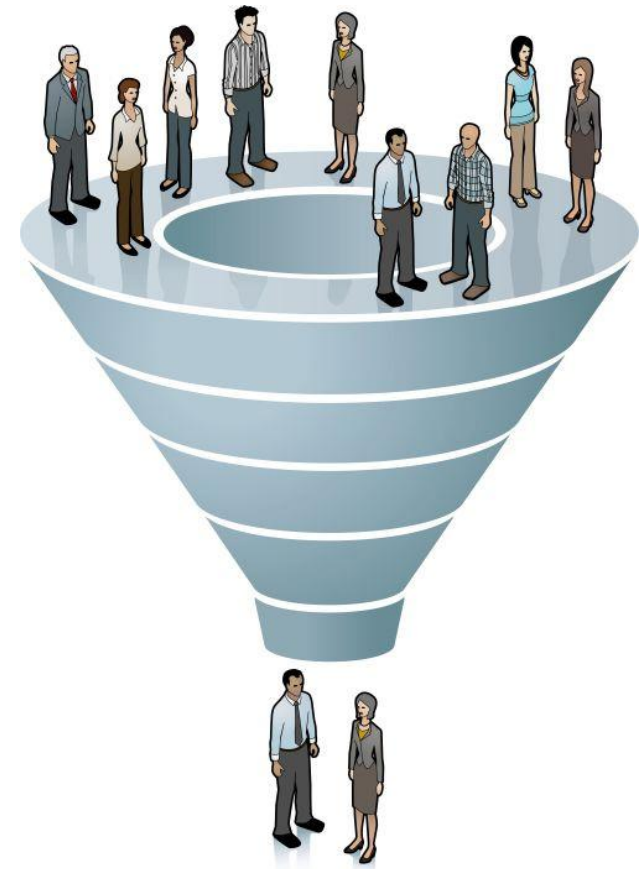
Part III - Sales Cycle

- ▶ Six phases
 - Early identification
 - Positioning
 - Teaming
 - Proposal
 - Presentation/Interview
 - Award
 - Post award audit



Early Identification

- ▶ Class “M” planets
- ▶ Sales funnel
- ▶ Intelligence collecting
 - Understanding the project
 - Identification of incumbents
 - Identification of potential primes
- ▶ Go-No go





Opportunity Checklist “Honestly, Can We Win?”

Opportunity: _____

Criteria	Yes	No	Unknown	Rationale/Comments
Strategic Nature of Opportunity: This opportunity helps us achieve one or more of our strategic goals; list specifics.				Goal(s):
Client Contact: We pre-marketed the client and identified decision makers/influencers.				
Client Knowledge: We understand the client hot buttons and can differentiate our company				
Our Experience: We have recent and relevant experience with this Client; the Client views our performance well and/or is familiar with our qualifications.				
Site Knowledge: We are the incumbent contractor or are currently working at the site.				
Incumbent: The incumbent contractor is vulnerable and/or we understand the incumbent's reputation at the site.				
Competition: We have identified likely competitors, and understand the client's perception of their position for the opportunity.				
Pricing: We understand the pricing structure required and how to make money on this job; we have a cost advantage.				
Staffing: We have identified a Program Manager and other key personnel.				
Risk: We understand contractual and business risks.				
Summary Recommendation				



Positioning

- ▶ Understanding your role in the project
- ▶ Meet with the client
 - Preferences
 - Issues
- ▶ Meet with incumbents
- ▶ Meet with potential primes
- ▶ Attend pre-bid meeting and client events

Teaming

- ▶ Ask for the opportunity
- ▶ Identify your value to the team
- ▶ Provide proof of value
 - Resumes
 - Project descriptions
- ▶ Exclusivity or non-exclusivity
 - Confidentiality/NDA
 - Letter of Intent

Proposal

- ▶ Resumes & PDs
 - Relevant
 - Similar
 - Concise
 - Persuasive
- ▶ Technical Approach
- ▶ Cost



Interview Presentation

- ▶ Client's instruction
- ▶ Understand your goals
 - Develop a rapport with client
- ▶ Develop a story board
- ▶ Identify strengths and differentiate
- ▶ Demonstrate value
- ▶ PRACTICE, PRACTICE, PRACTICE

Award/Post Award Audit

- ▶ Be able to justify
 - Fringe
 - Overhead
 - G&A
 - Profit
- ▶ Insurance
- ▶ Contractual Terms and Conditions

Branding

- ▶ Developing your market image or perception
 - Personnel/Performance
 - Certifications
 - Website
 - Presentations/Publications
 - Associations/Affiliations
 - Statement of Qualifications
 - Line card

