

National Veterans Small Business Engagement Atlanta, Georgia December 2014

Think Like a Prime Contractor

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What is the Approach Prime Contractor's Use When Choosing SB Partners?

Subcontractor Selection

- Connecting
- Selection Process

Subcontracting Plans

- Purpose
- Related Reporting
- Surveillance

Past Performance

- Prime
- Subcontractor

Getting Your Foot in the Door

- Do's
- Don'ts

Growing Your Business

- Performance
- Environmental Knowledge

Subcontractor Selection Process – Customer Draft RFP

- Capture Team reviews DRFP – identifies products/services to be subcontracted
- Participates in bidder's conferences – connect with SB attendees
- Attend SB outreach events – identify potential SB partners
- Vet SBs:
 - Review capabilities statements/websites
 - Conduct high level telephonic interviews
 - Execute Non Disclosure
 - Contact references
- Compile list of potential subcontractors
- Consider geographic challenges – OCONUS/CONUS - West Coast vs. East Coast
- Review for SB subcategories compliance:
SDB/WOSB/Hubz/VOSB/SDVOSB

Subcontractor Selection Process - RFP

- **Capture Team Reviews RFP** – identify what products/services will be subcontracted.
- **Connect with Supply Chain/Small Business** to review current small business subcontractors possessing capabilities and strategic agreements.
- **Vet SB candidates:**
 - Past performance
 - Customer intimacy
 - Competencies
 - Financial Stability
- **Execute NDA**
- **Forward RFP package to subcontractors** – must meet competition requirements.
- **Review all responses:**
 - Compliance with technical requirements
 - Competitive rates
 - Identify low bidder/best value subcontractor
 - Review for SB subcategories compliance: SDB/WOSB/Hubz/VOSB/SDVOSB
- **Compile list of potential subcontractors**
- **Consider geographic challenges** – OCONUS/CONUS - West Coast vs. East Coast

Subcontracting Plans – What are They & Are They Important

- Required for all procurements at the \$650K threshold, \$1.5M for construction.
- Outlines the prime contractor's intent to subcontract to small businesses.
- Prime Contractors must report on their performance against goals on a semi-annual basis in the electronic subcontracting reporting system (e-SRS).
- RFPs now require that past performance in small business achievement be addressed in small business participation plans.
- Plans are considered to be part of the win-scenario
- Customers grade subcontracting plans.
- Awards will not be made to prime contractors that submit deficient subcontracting plans.
- DCMA/SBA conduct regular reviews on SB performance.

Getting Your Foot in the Door – DO's

Utilize a marketing strategy

- Understand your real competencies
- Highlight Discriminators/Competitive Advantage
- Be assertive
- Know your environment: defense/health care/construction/cyber
- Who is buying what, when and how.
- Be prepared:
 - **Identify the opportunity/RFP**
 - **How do you fit?**
 - **Cite past performance related to the scope**
 - **Be responsive**
 - **Readiness – can you execute – adequate capacity or staffing**
 - **Do you have competitive rates/pricing**
 - **Possess the required quality systems/certifications/trained staff**
- FOLLOW UP!!!!!!!!!!!!

Don'ts

- Lack preparation
- Non responsive to calls/e-mails/data calls
- Combative/adversarial
- Whine
- A pest
- Stalk your customer
- Non negotiable
- Tardy for meetings
- Submit non responsive packages

Positioning Your Business for Success

- **Growing your business:**
 - **Be a team player**
 - **Know your customer and your customer's customer**
 - **Do not undermine your customer**
 - **Execute at a high level**
 - **Invest in technology/processes to improve processes**
 - **Submit CDRLS on time**
 - **Be responsive to data calls/task order RFPs**
 - **Adhere to ethical business practices**
- **Contribute to the win scenario:**
 - **High level quality systems/certifications/SMEs**
 - **Leverage past performance – bring substance to the team**
 - **Competitive pricing**
- **Bring subcontracting opportunities to the prime – quid pro quo**

Set-Asides

- Considerations for Large Businesses:
 - Work share – 15% or 49%
 - Financial stability of the prime
 - Payment terms
 - Escrow
 - Past performance as a prime
 - Infrastructure
 - P-Win – track record
 - Knowledge of the customer
 - Prime –subcontractor relationship with the SB
 - Will this opportunity enhance the LB foot print with the customer

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