

## *Know Your* **CAPABILITIES**

- Know strengths – be honest
- Stick to your competencies
- Know competitive separation
- Market capabilities correctly
- Market past performance
- (or) Get a 1<sup>st</sup> win & excel!
- Keep registration up-to-date
- Keep certifications current
- Enhance your capabilities
  - Research failures
  - Obtain certifications
  - Learn the customer
  - Explore teaming
  - Become audit proof
  - Get Govt. to invest in gaps

## *Attack the* **OPPORTUNITIES**

- Know contract methods
- Know how to bid
- Invest in a Govt. expert
- Invest in search capability
  - Be systematic
  - Target key customers
  - Target key markets
- Know customer requirements
  - Don't assume them
- Create new requirements
  - And Market them
- Participate in RFIs
- Think beyond Govt. customer
  - Commercialization
- "Create" Solicitations
  - "The Holy Grail"
- Bid... Bid... and Bid again!

## *Manage the* **RELATIONSHIPS**

- LISTEN to the customer
- Understand the customer
- Speak their language
- Connect to the end-user
- Bring them capability
- Bring them value
- Bring them brevity
- Bring them innovation
- Bring them excellence
- Know your market sector
  - Show up at those events
  - Contribute
- Match Govt's investment
- Keep showing up

