

Mountaintop Marketing Group, LLC

Presents:

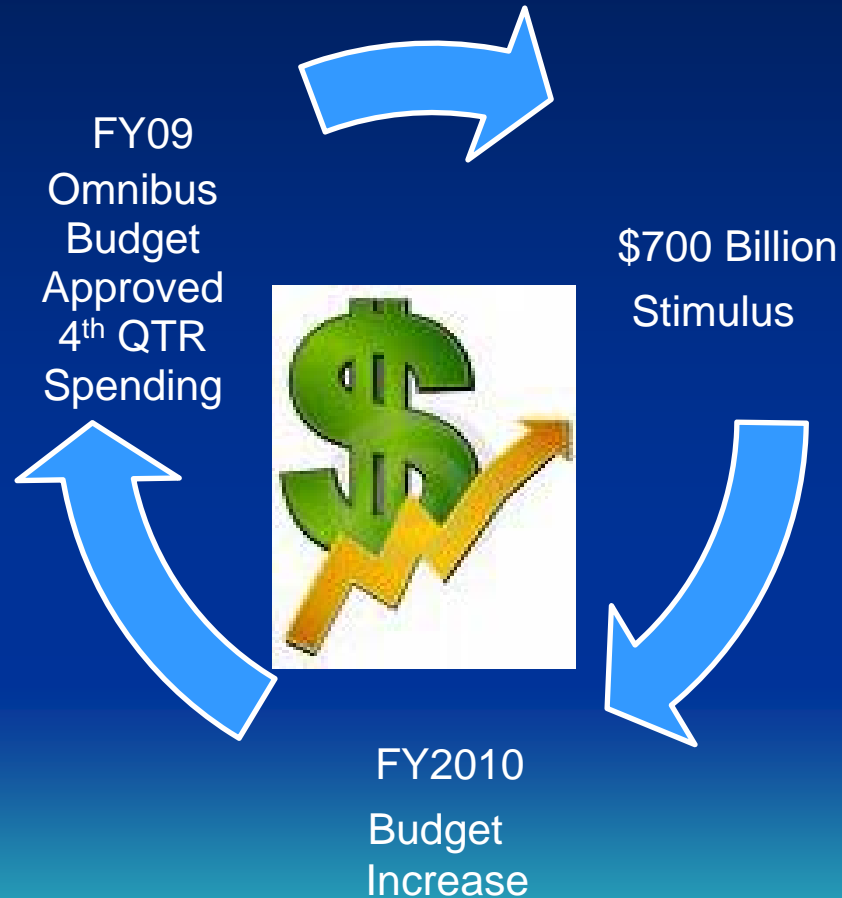
**Demystifying Low Hanging Fruit
4th Qtr and Stimulus
Marketing Strategies**

“A Peak Performance Approach”

2009 Congressional Procurement Conference



What's all the fuss about?



What is Peak Performance?

Peak – The point of greatest development, value, or intensity

Performance - The way in which someone or something functions

Peak Performance in Government Marketing!



What is Low Hanging Fruit?



Low Hanging Fruit:

Easily accessible, limited
competition contract
awards



Lots of Fruit This Season:

- Stimulus Requirements – Recovery.gov
- Use or Lose – 4th Quarter Budget spending
- Simplified Acquisition – Purchases between \$2500 and \$100K (Part 13 FAR)
- Micro-Purchases – Less than \$2500



How Do You Focus?



Keys to 4th QTR Marketing (3 R's of Business Development)

- Research
- Reality
- Relationships



Research

**You Must Know Your
Customer/Target**



Peak Performance: “Research Your Targets”

- Who Needs What You Sell?
- Who Buys What You Sell?
- How Does Your Customer Buy?
- Identify appropriate Programs/Opportunities



Research Resources to Identify Targets:

- Agency Forecasts
- NAICS Code Searches (Identify Top Agency Targets):
 - Federal Procurement Data System (<https://www.fpds.gov>)
 - Eagle Eye Publishers
- Identify appropriate Programs
 - Agency Strategic Plan
 - Exhibit 300's
 - OMB Watch list
- Recovery.gov (Stimulus Spending)





Sign up for updates:

Home » **Agency Progress and Resources** > Agency Recovery Sites

AGENCY RECOVERY SITES

All Federal departments and agencies receiving Recovery Act stimulus funding have established their own Recovery Act web pages. These agencies must submit reports on funding, major actions taken so far, and those actions planned for the near term. Use the links below to learn more about how the different agencies and departments are spending the funds allocated to them by the ARRA. But keep in mind, many more pages will come online – with much more information – in the weeks and months ahead, so check back often for updates.

- IN THIS SECTION**
- [Agency Recovery Sites](#)
 - [Financial and Activity Reports](#)
 - [Funding Notifications](#)

Accountability and Transparency

This is your money. You have a right to know where it's going and how it's being spent. Learn what steps we're taking to conduct oversight of funds distributed under this law in order to prevent fraud, waste and abuse.

Fraud, Waste and Abuse

Large amounts of cash can attract fraud. Learn how to report any suspected waste and misuse of the recovery money.

State, Local, Tribal and Territorial Resources

Curious about recovery progress in your specific area? Learn more about Recovery efforts here.

Agency Progress and

Name of Agency ▲	Agency Recovery Site
Agency for International Development (USAID)	View Site
Corporation for National and Community Service (CNCS)	View Site
Department of Agriculture (USDA)	View Site
Department of Commerce (DOC)	View Site
Department of Defense (DOD)	View Site

**Good Research
Yields
Good Conversation!**



Peak Performance Tip:

- Develop a focused “Elevator Pitch” to communicate offerings
- No company does “Everything.”
- An example of “Reverse Pyramid” Elevator Speech:
 - We provide “_____”
 - Our primary focus is “_____”
 - We are the absolute best at “_____”
 - We can help your agency/office by _____”



Reality

- Must be realistic about pursuits
- This contracting cycle focus on Acquisition
 - Lots of purchases to be made
 - Limited procurement force
 - Ease of purchasing a major plus



Peak Performance: “Be **Realistic** about pursuits (Procurement)”

- Do You Have Agency Past Performance?
- Do You Have Teaming Partners (with Agency Past Performance)?
- Do You Have Set-Asides that Assist the Agency?
- Do You Have Streamlined Acquisition Access?



“Realistic” Procurement/Acquisition Access:

- Streamlined Purchasing:
 - GSA Schedules
 - Blanket Purchase Agreements
 - Indefinite Delivery/Indefinite Quantity Contracts
- Small Business Set-Asides
 - Does Agency have PCR?
 - Check SBA Small Business Scorecards



SBA Small Business Scorecard, 2007

AGENCY	FINAL CURRENT STATUS COLOR	FINAL PROGRESS STATUS COLOR	JUSTIFICATION
DOT	GREEN	GREEN	DOT did not meet its SDVO goal; however exceeded in all others with progress.
AGRICULTURE	GREEN	GREEN	Agriculture did not meet SDVO; however exceeded in all others with progress.
DHS	GREEN	GREEN	DHS did not meet its SDVO goal; however exceeded in all others with progress
DOE	GREEN	GREEN	DOE exceeded all their goals except for SDB and met Yellow standards.
DOT	GREEN	GREEN	DOT did not meet its SDVO goal; however exceeded in all others with progress.
HUD	GREEN	GREEN	especially the small business goal.
SBA	GREEN	GREEN	The agency has met all of its goals and Yellow standards
VA	GREEN	GREEN	VA did not meet its WOB goal although the agency was close to achievement. VA did very well on its other goals and progress.
DOC	YELLOW	GREEN	"Green" rating. DOC hopes to increase their goal to 50% next fiscal year. DOC doubled the statutory goal (23%), exceeded 2 socio-economic goals, and made progress in 3 goals.
DOJ	YELLOW	GREEN	standards
DOL	YELLOW	GREEN	DOL did not meet its HUBZone or SDVO goal; however the agency met all Yellow standards. DOL made progress in all goal achievements.
NRC	YELLOW	GREEN	NRC met its SB, SDB, and WOB goals; however, NRC did not meet its HUBZone and SDVO goals. NRC met all Yellow standards.
TREASURY	YELLOW	GREEN	all yellow standards.
DOD	RED	YELLOW	standards (Question #1).
DOI	RED	YELLOW	achievement are one of the highest for all 24 agencies. DOI missed their SB goal by approximately a half percent (.65). DOI exceeded 3 socio-economic goals and made progress in 4 goals
EDUCATION	RED	YELLOW	(Evaluation Response # 3).
EPA	RED	YELLOW	business goal.
GSA	RED	YELLOW	GSA did not meet its SB and SDVO goal. GSA also did not meet all of its yellow standards (Evaluation Response # 7,9)
HHS	RED	YELLOW	HHS did not meet its SB, WOB, HUBZone, or SDVB goals.
NASA	RED	YELLOW	NASA did not meet its goals for SB, WOB, HUBZone, and SDVO goals. NASA did meet their SDB goal and made progress in all areas.
STATE	RED	YELLOW	Department of State did meet their SDB goal, SDVO goal, and all Yellow standards. Additional contract miscoding were found after the June 30 cut-off date. The updated information w
NSF	RED	RED	NSF did not meet its SB, HUBZone, or SDVO goal. NSF also did not meet all of its yellow standards (Evaluation Response # 2,4,5)
OPM	RED	RED	HUBZone, and SDVO goals. OPM also did not meet all of its yellow standards (Evaluation Response # 3,5,6,8)
SSA	RED	RED	SSA did not meet any of its goals nor meet all Yellow standards.
USAID	RED	RED	6, and 9).

Peak Performance Tip:

Schedule the follow-up with the request!

Let contacts know that you will definitely follow-up.



Add this line to Emails:

“In the event you don’t have an opportunity to respond sooner, I will contact you to follow-up on Thursday, May 14, 2009, at 9:30am.



Relationships

- Consider Your Audience with every communication
- Government Contacts have different roles, concerns, purviews
- Market to your audience's agenda – not your own



Contacts Have Different Roles/Concerns

- Program Managers
- Contracting Officers
- End Users
- Offices of Small Disadvantaged Business Utilization (OSDBU)



Contacts Have Different Roles/Concerns

Program Managers

* The Work *

- Your knowledge of our agency's problem
- Your ability to solve the problem
- Your ability to offer value to your solution

Contracting Officers

* The Rules *

- Do you know the rules?
- Streamlined purchasing Access
- What is your past performance (related to Opportunity)



Contacts Have Different Roles/Concerns

End Users

* The Source *

- Source of information
- How are things done currently
- How could your solution benefit them.

OSDBUs

* The Support *

- What assistance do you need
- What have you done already
- What Certifications and/or Set-Asides Exists
- OSDBU's are NOT YOUR SALES FORCE



**Give Each Contact What
They Need To Help
You!**



Peak Performance Tip:

Always include your contact info and credentials in every communication!



- Include GSA Schedule info, Set-Asides, Certifications, etc. on company communications - Business Cards, etc. (Particularly Service Disabled Veteran Status).
- Always include enough information so that emails and attachments can be forwarded.
- Use the signature block functionality on Emails. List certifications, GSA Schedules, GWACS, set-asides, credentials, etc.
- Always include a link to your website.



Key to Peak Performance:



Stay Focused:

- Research
- Reality
- Relationships



If Done Correctly YOU are the
Low Hanging Fruit?



Thank You!

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