

EMBARGOED UNTIL 6/21/12

7:30 PM



Market Connections
Research you can act on.

Best BD and Marketing Practices of Winning Government Contractors

2012 Government Contractor Study Overview

JUNE 21, 2012

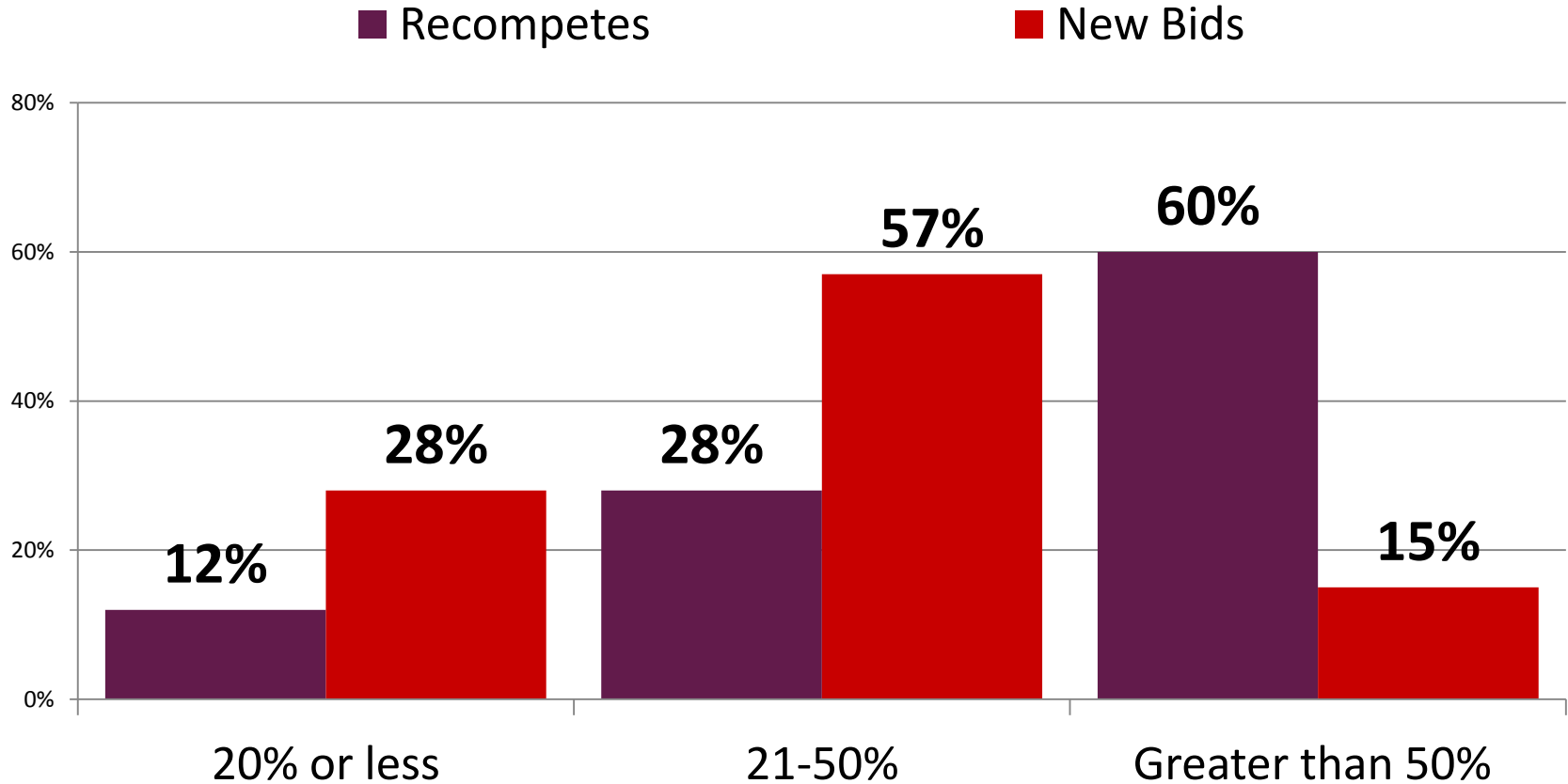
Tweet with us!



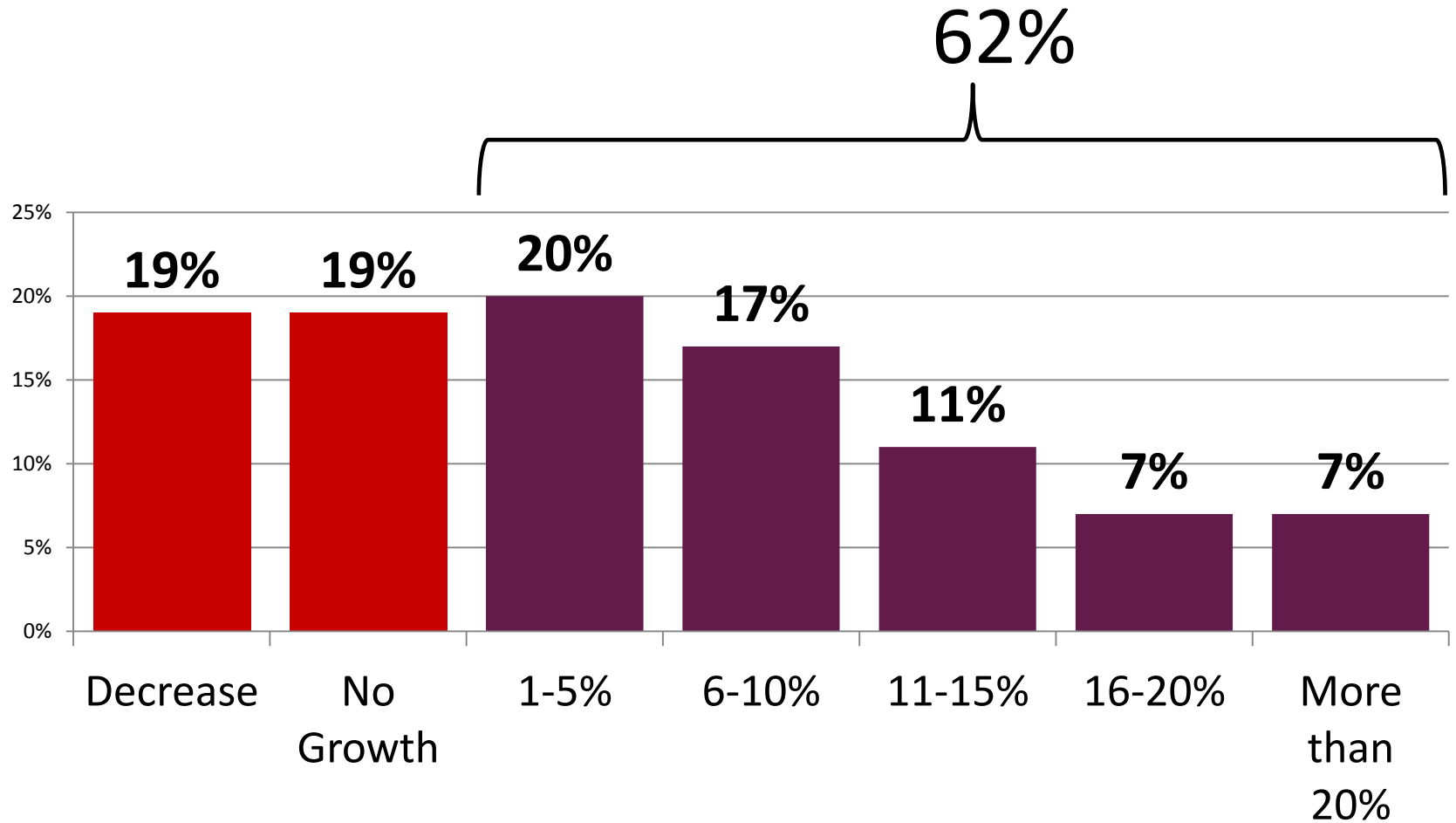
@mkt_connections

#GovConStudy

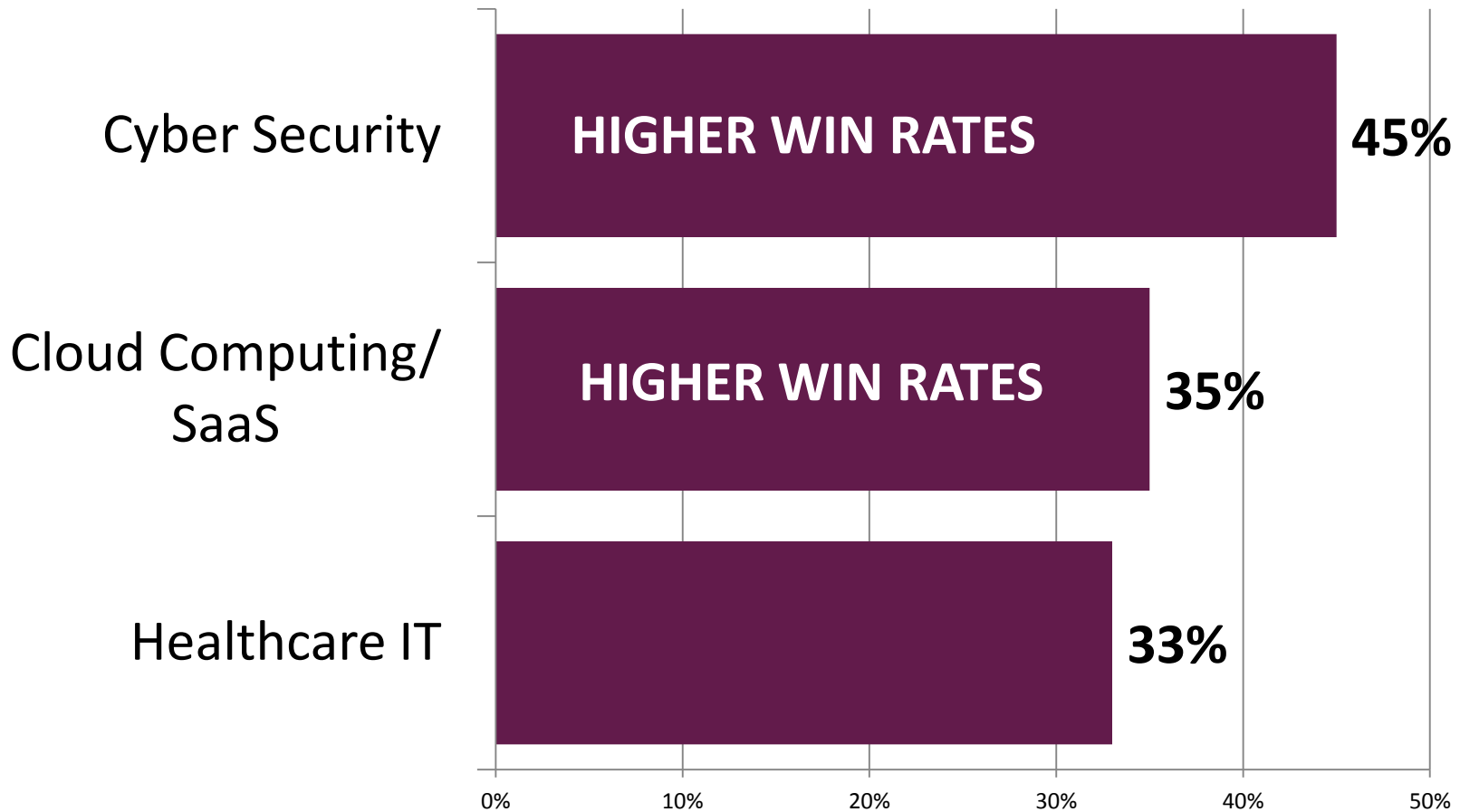
Win Rates



2012 Expected Federal Revenue Growth

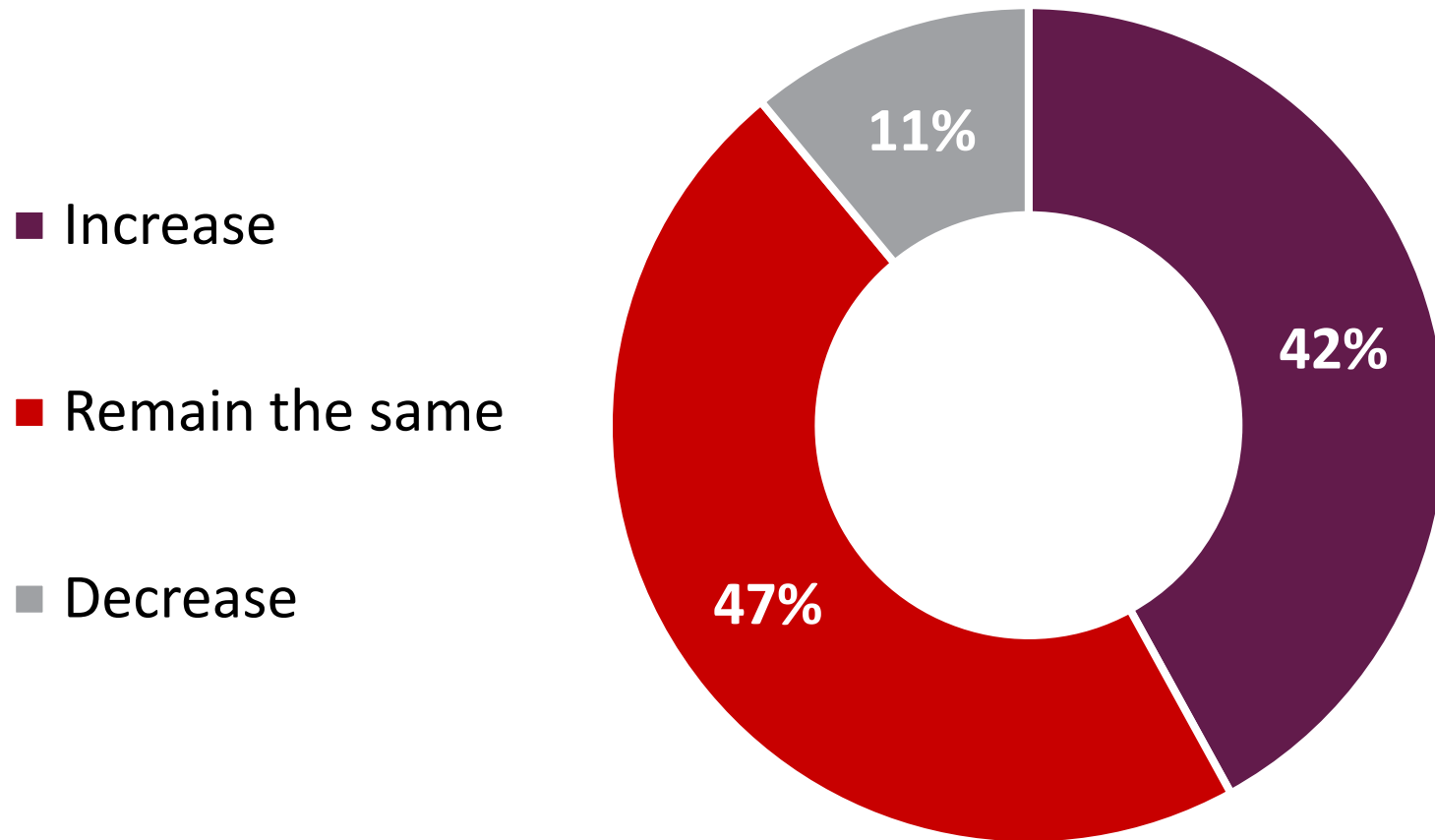


Top Three Opportunities Next 12 Months



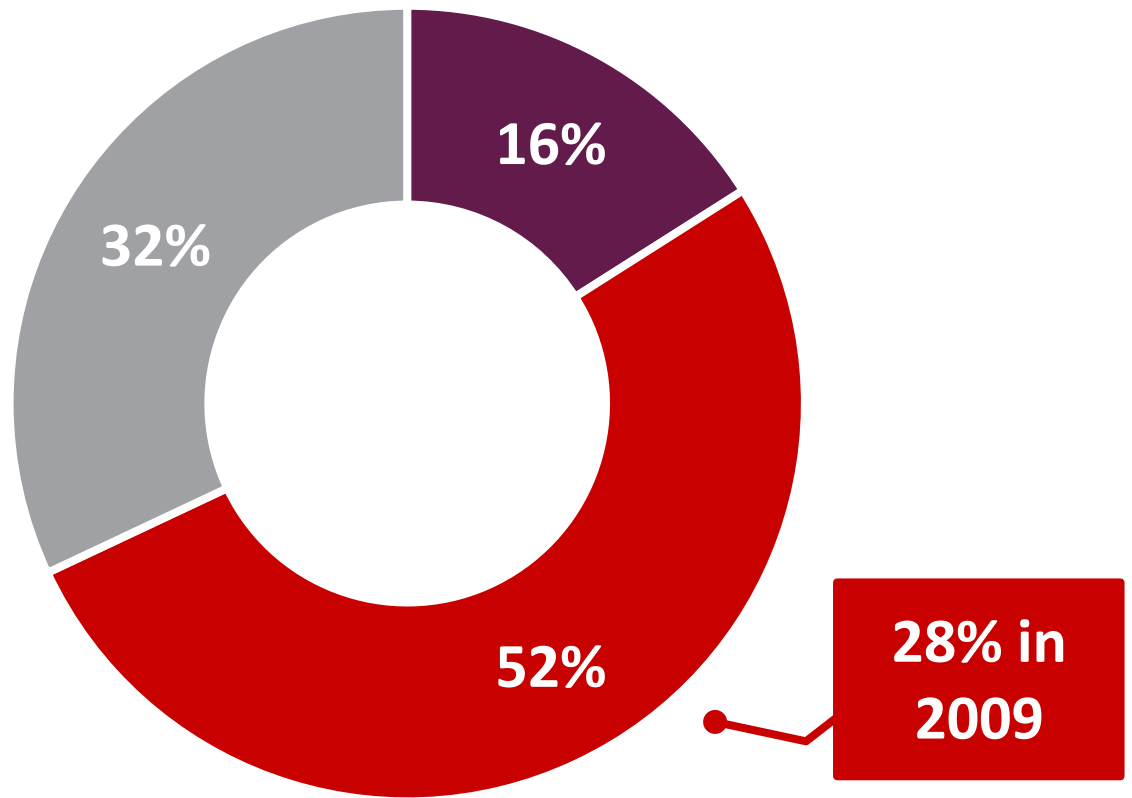
Note: Multiple responses allowed, will add to >100%

Expected Change in Bid/Proposal Budgets

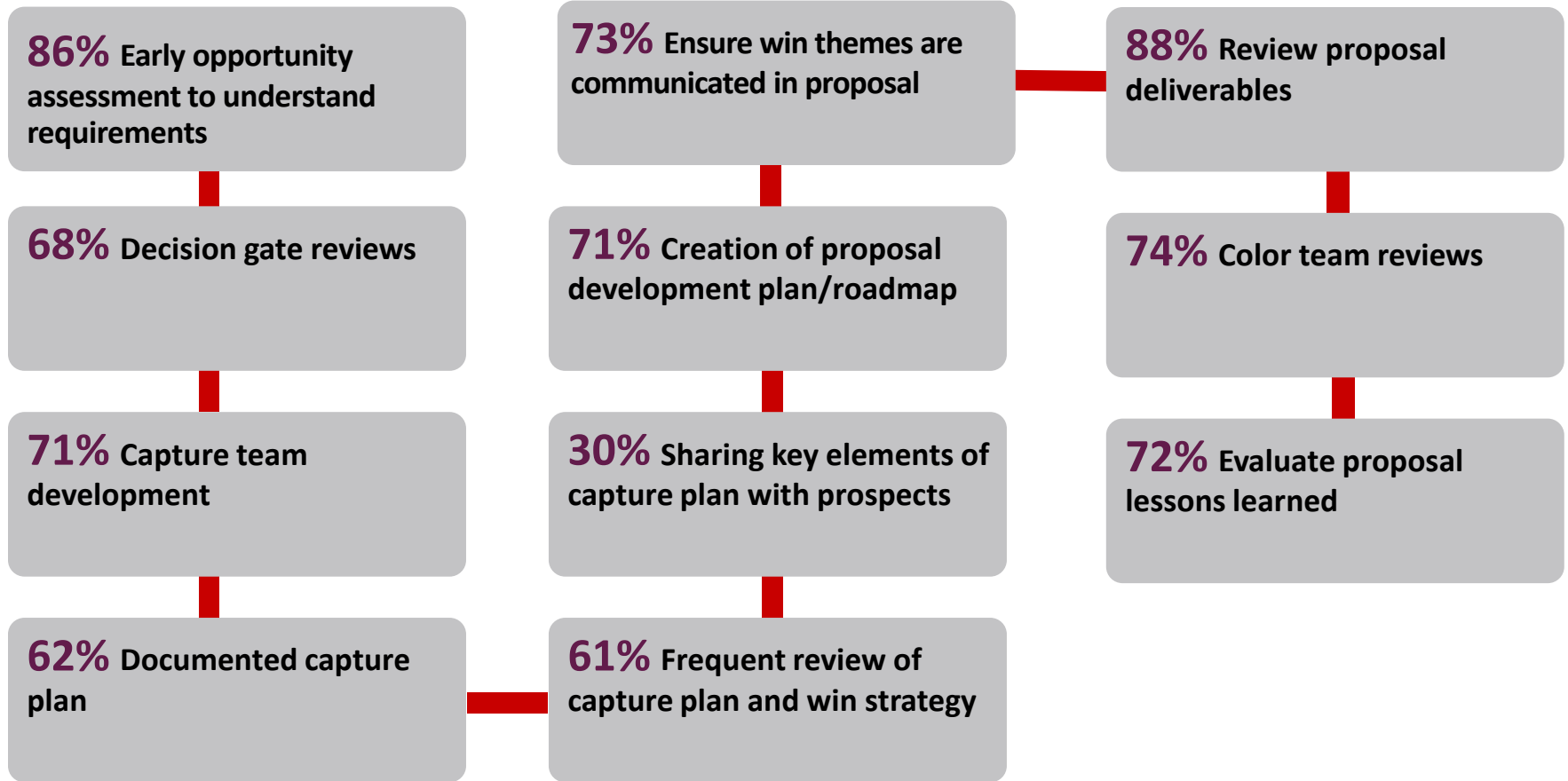


Structure of BD Function

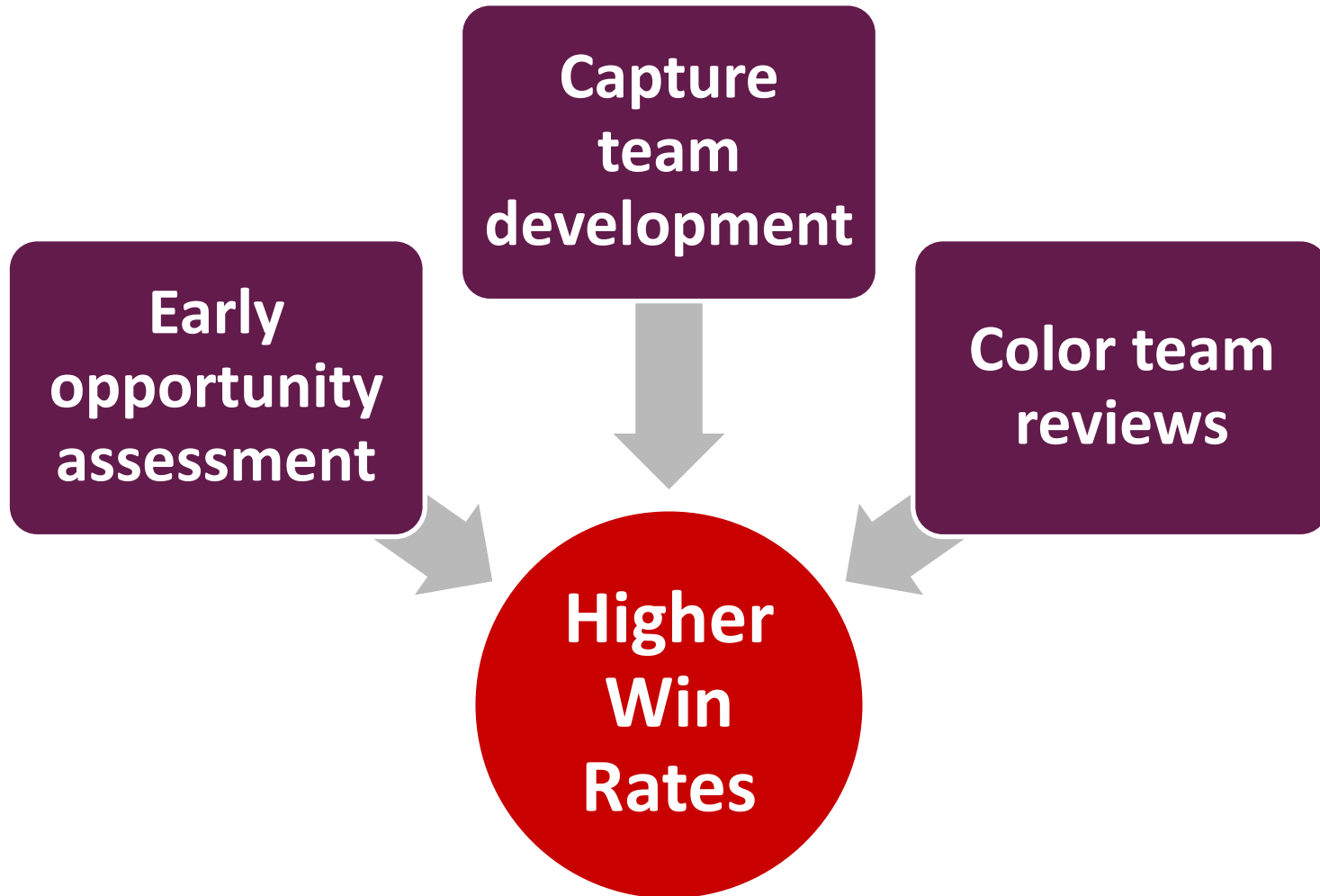
- Fully decentralized
- Hybrid (centralized and decentralized)
- Fully centralized



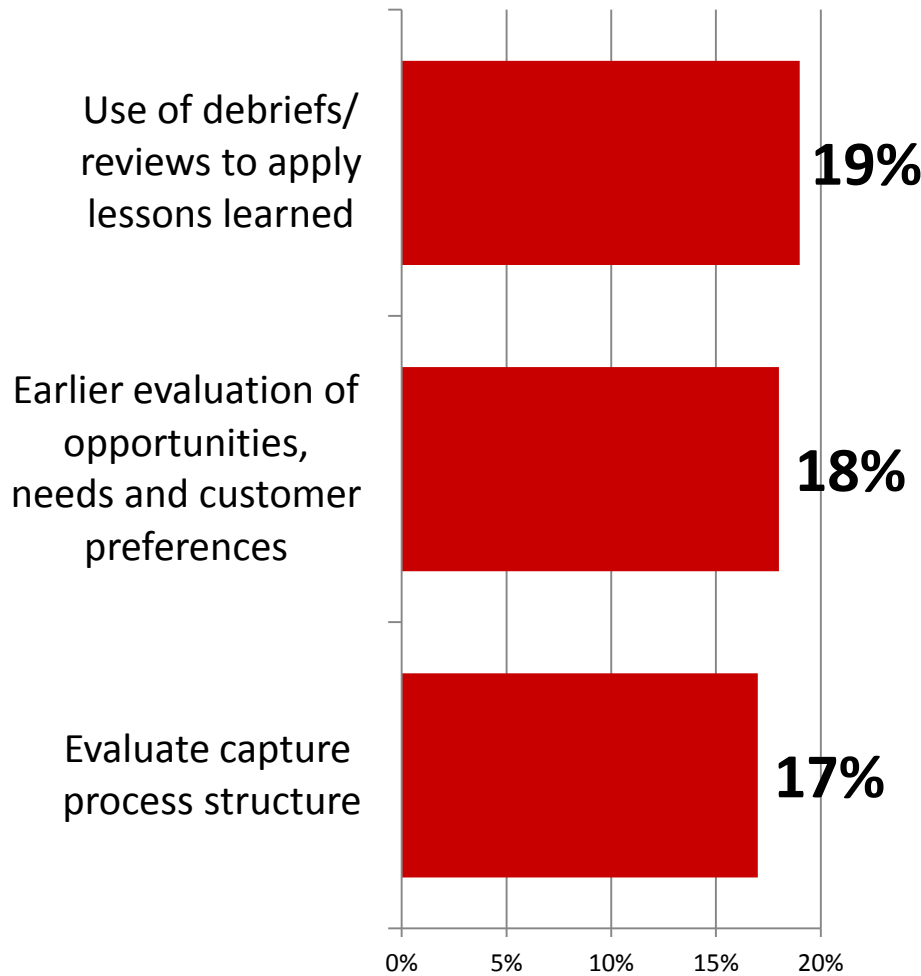
Capture Management Elements



Winning Capture Management Elements



Plans to Improve Capture Process and Win Rate



What is your organization currently doing to improve your capture process and win rate?



...[evaluating] how are we doing, how does it compare to our strategic plan, what was the actual outcome and how we can learn from the divergence.

Ensuring early opportunity evaluation is consistent with company capabilities and past performance. Evaluating competitors. Early discussions with customer to ensure we can meet their needs and price requirements.

...concisely documenting each step of proposal development and conducting internal peer reviews of the produced materials, and actually 'learning' lessons learned.

Rise of LPTA Could Jeopardize Mission Success

As government budgets are being squeezed , lowest price is uppermost in the minds of contracting officers.

Less-experienced contracting officers lack skills and experience necessary to adequately write RFPs and evaluate responses.

The trend to more LPTA awards may avoid more protests, but it may also lessen agencies' ability to meet mission goals.

LPTA awards stifle innovation and discourage contractors from providing leading-edge or value-added solutions.

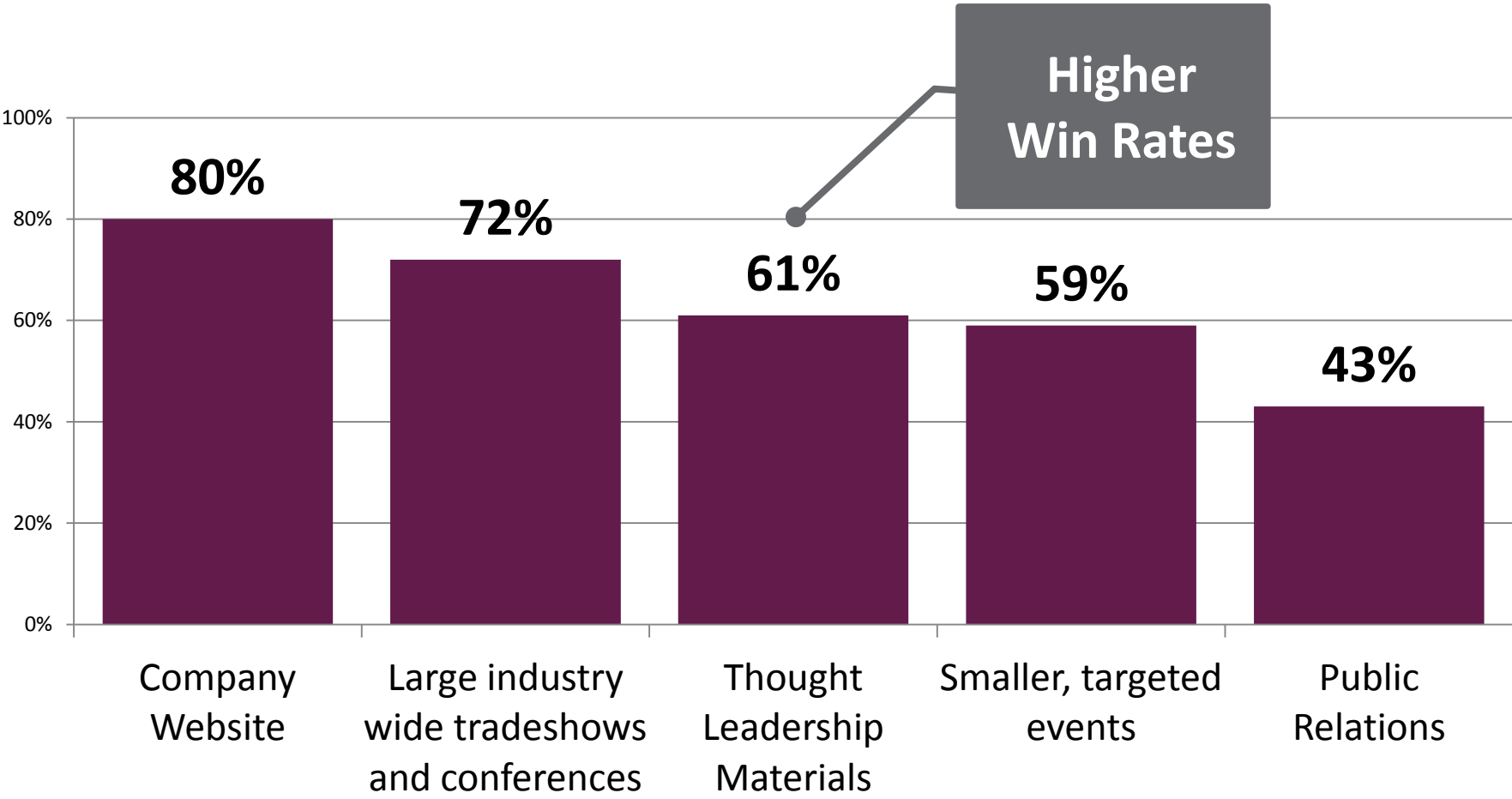
“ If you can clearly define your needs and requirements...It just comes down to cost. So I want you to be able to meet my needs, be technically acceptable, and after that, I want the lowest price. Period.

GOVERNMENT END USER

“ We're delivering exactly what they asked for, so we're not helping them solve their problems, we're just responding.”

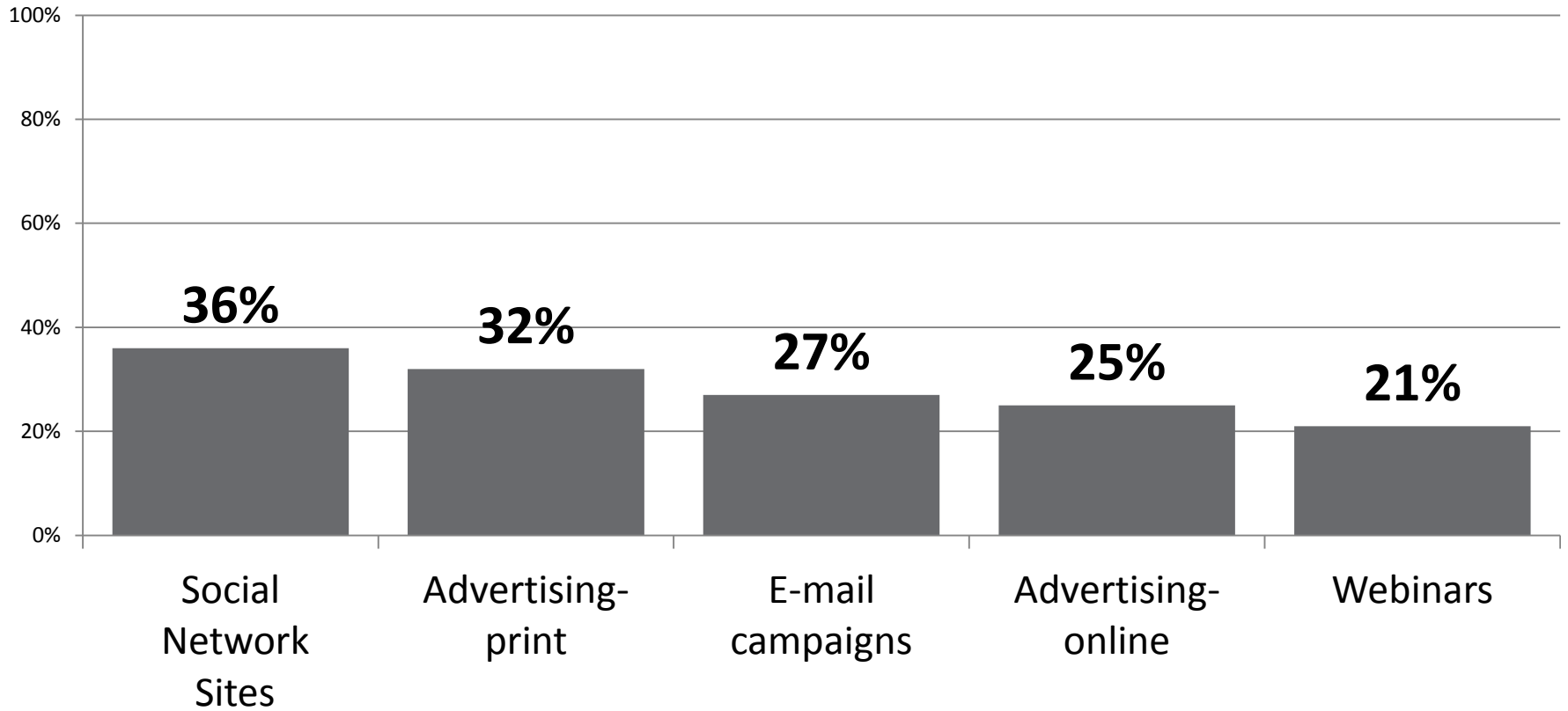
CONTRACTOR

Top Marketing Elements



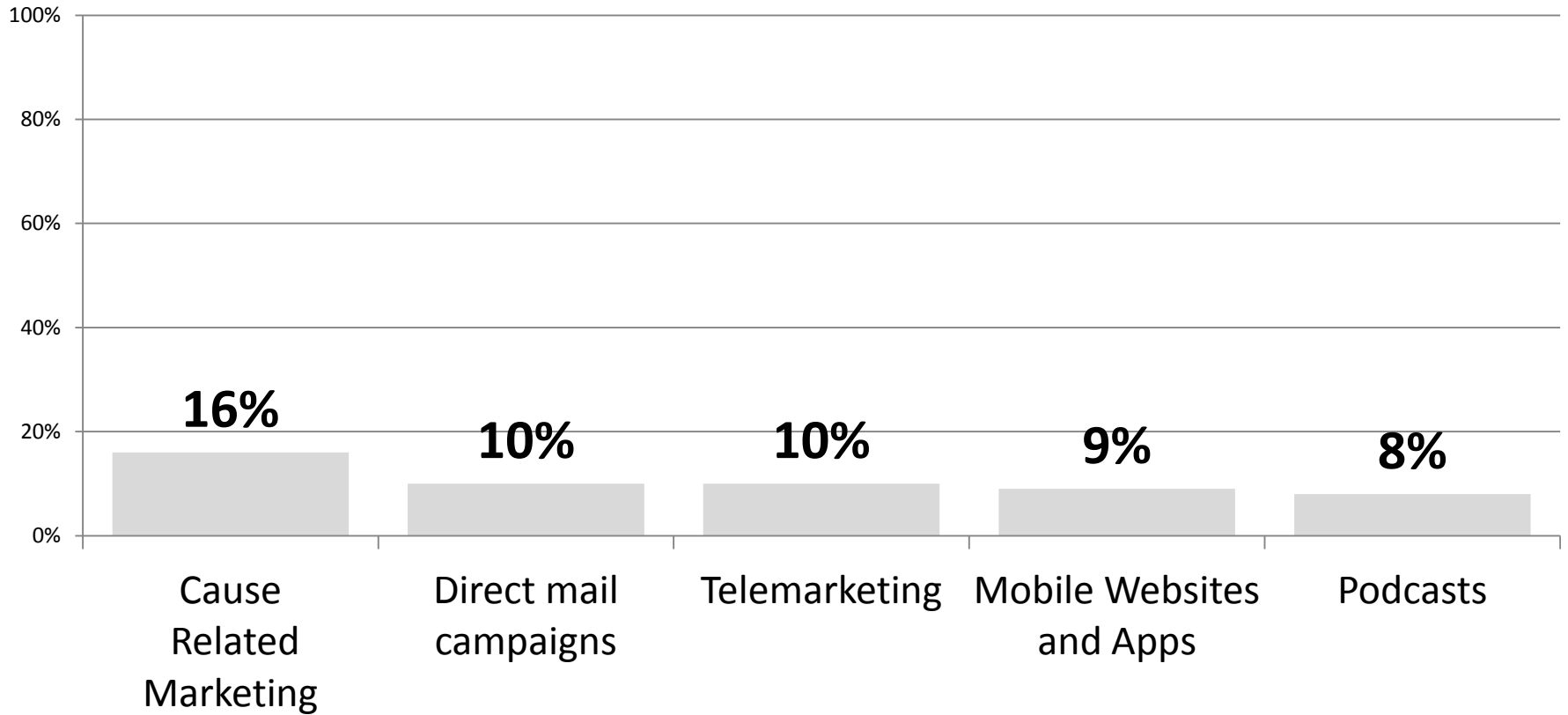
Note: Multiple responses allowed, will add to >100%

Other Marketing Elements Used



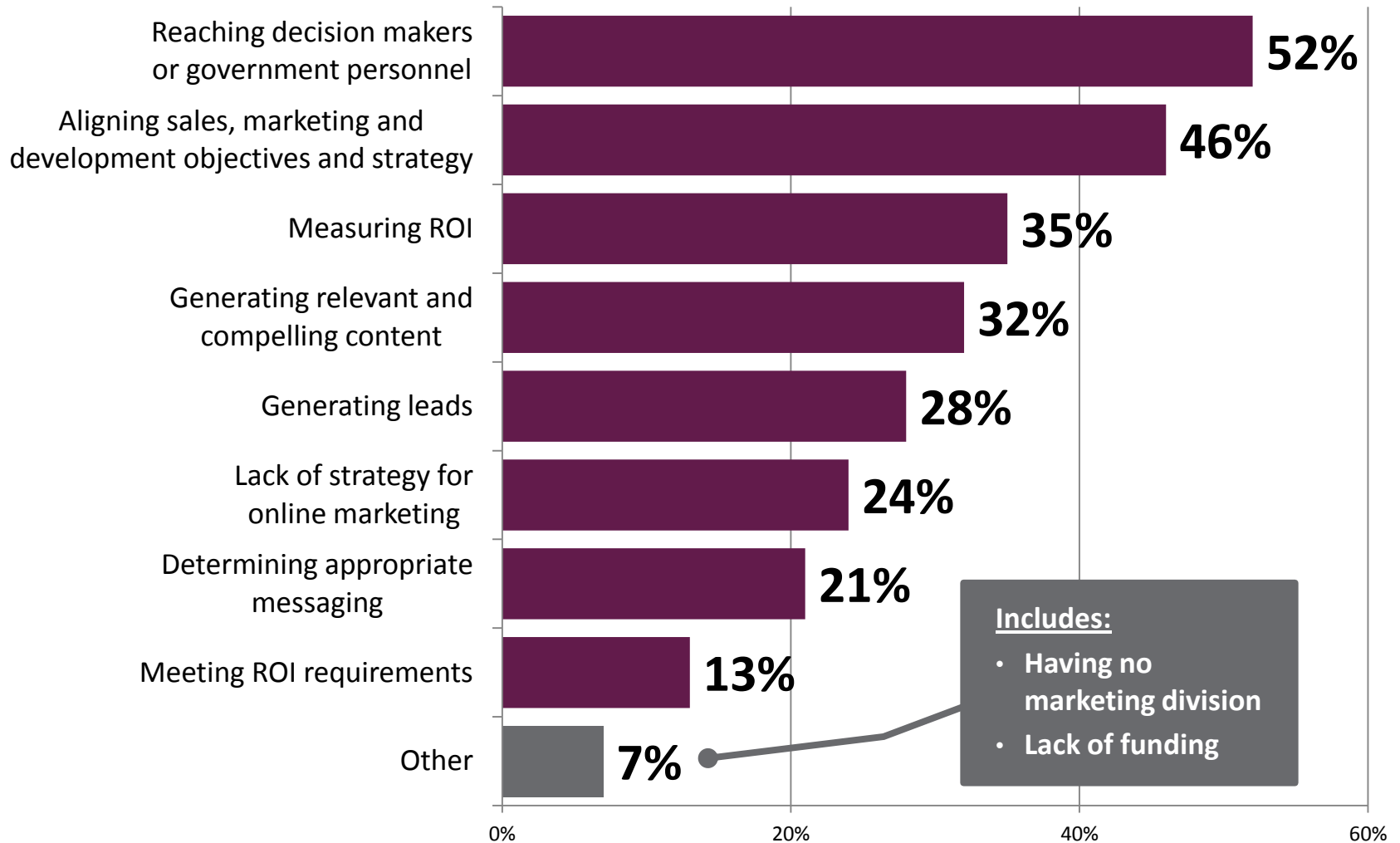
Note: Multiple responses allowed, will add to >100%

Other Marketing Elements Used



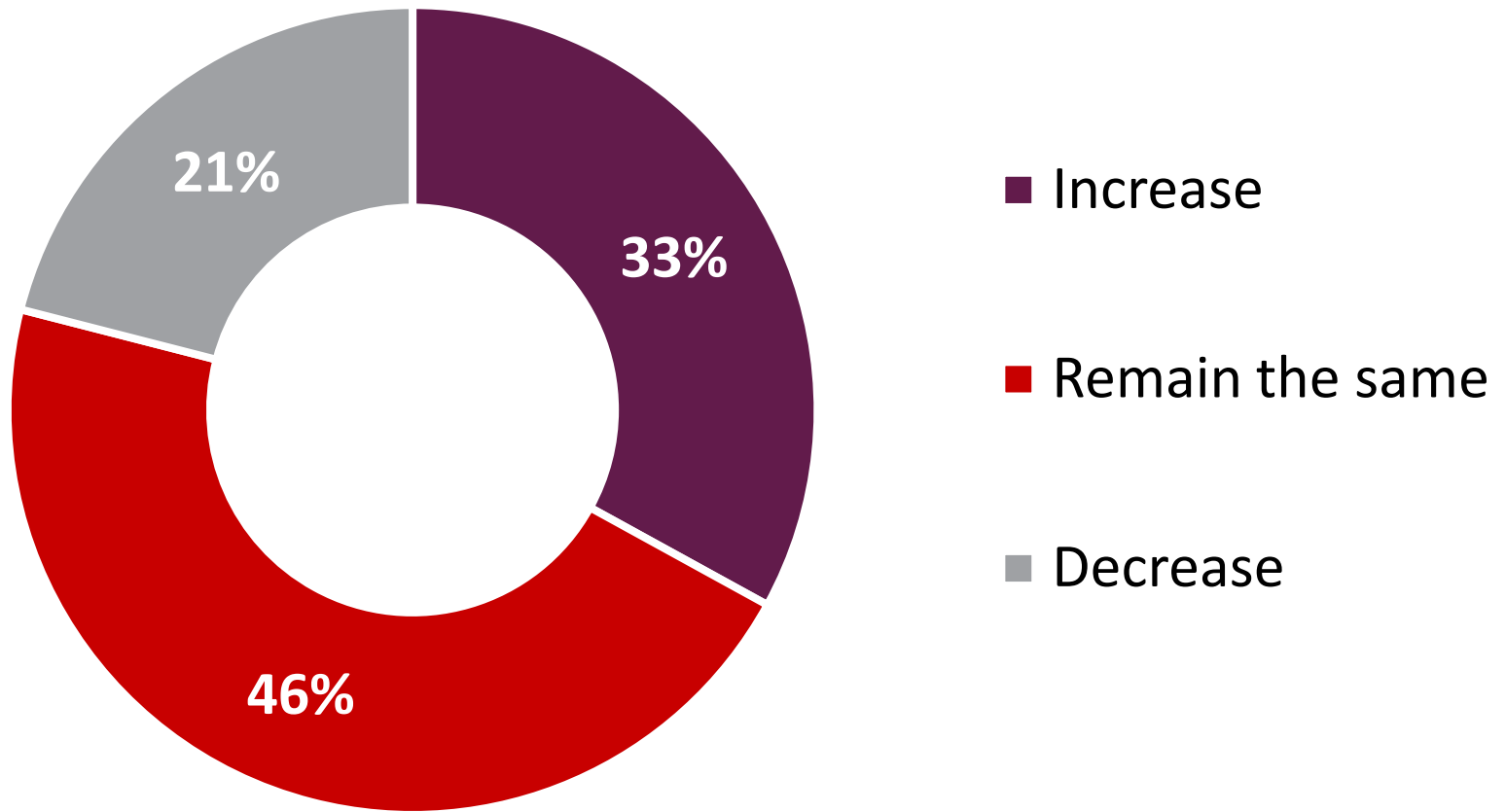
Note: Multiple responses allowed, will add to >100%

Marketing Challenges

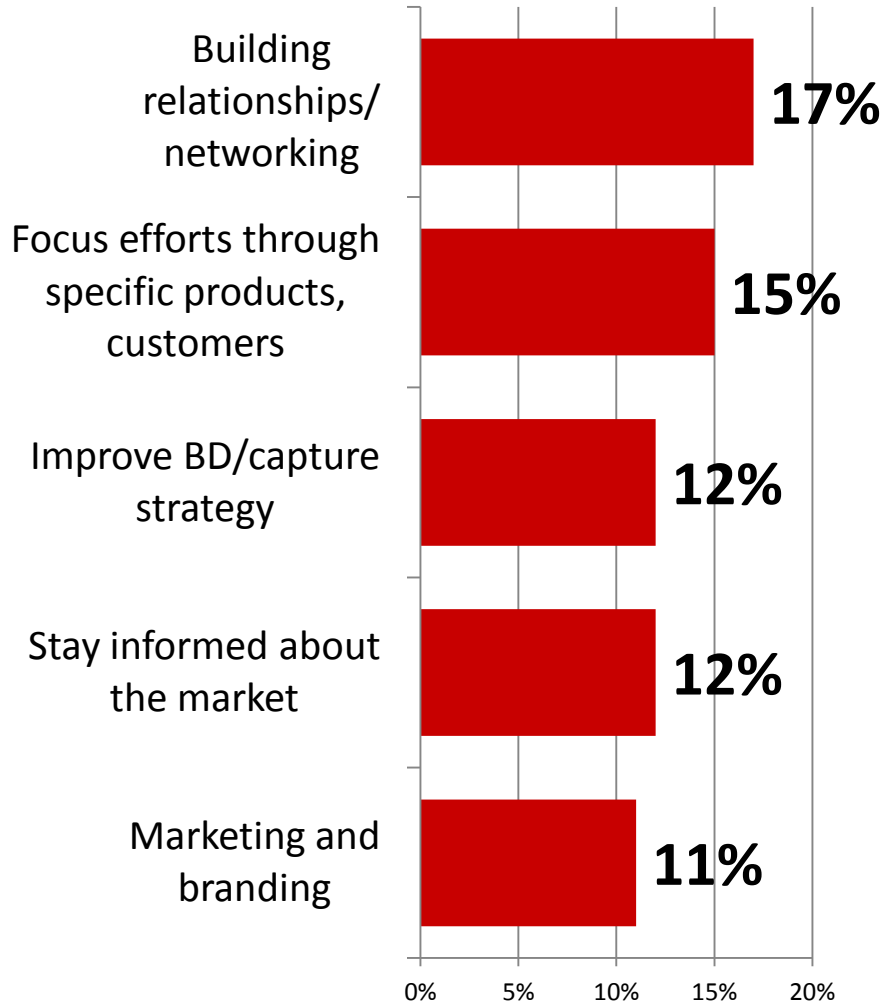


Note: Multiple responses allowed

Expected Change in Marketing Budgets



Positioning for Future Success



What is the most important thing you or your company are doing to position for success in the federal market over the next 3 to 5 years?



Building relationships with new Federal Agencies and with potential teaming partners...

Focusing on specific accounts within the federal market.

Trying to establish a disciplined, gated, repeatable business development and capture process.

Addressing market strategies in our top 10 growth areas.

Revisiting and revamping company messaging to relate to the government's current needs and missions.

Note: Multiple responses allowed

Panel Discussion

Lisa Dezzutti

MODERATOR
President & CEO
Market Connections, Inc.



Corrine Gormont

Vice President, Marketing &
Communications
L-3 STRATIS



George Obertubbesing

Director of Business Strategy
TASC



Teresa Rivera

Outreach and Awareness Manager,
Acquisition Services Directorate
U.S. Department of the Interior



Paul Strasser

Sr. Vice President, Strategic
Development
Dynamic Research Corporation





Download the Overview

www.MarketConnectionsInc.com/GovConStudy

Full Report Available in July!

Lisa Dezzutti, *President & CEO*

lisad@marketconnectionsinc.com | 703.378.2025, x103

Cathy Cromley, *Director of Business Development*

cathyc@marketconnectionsinc.com | 703.378.2025, x108

Sieg Gooding, *Director of Government Programs*

siegg@marketconnectionsinc.com | 301.471.2497