

SubCon

TRAINING WORKSHOPS
MARCH 30-31, 2017 • DULLES, VA



Supporting a Prime's Small Business Strategy

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Overview

- The Basics
- How primes determine SB requirements/scope
- RFPs/RFQs
- Relationships prime/subs
- Subcontractor elevator speech exercise

The Basics

- Role of SB in large business prime contracts
 - Right thing to do
 - Requirements
 - Past Performance
 - Compliance reviews

The Basics (continued)

- How you (SB) can help us (prime) help you (SB)
 - Bring more to the table than “I’m a small business”
 - Understand the prime’s company
 - Identify your niche and value proposition
 - Contractor registries

How Primes Determine SB Requirements/Scope

- Gap analysis
- Urgent/unplanned scope
- Local/regional requirements
- Market research
- Factors upon which potential subcontractors are based

RFPs/RFQs

- Understand the solicitation up front
- Determine requirements flowing down
- Communicate succinctly on how you can help the prime be successful
- Be realistic on capabilities
- Be realistic on pricing
- **ASK QUESTIONS!**

Relationships Between Prime and Subcontractors

- Prime Contractor
 - Leads the proposal team
 - “Owns” the prime contract
- Team Member
 - Joint venture, LLC or integrated team
 - May or may not be classified as subcontractor
 - Fee sharing and other teaming arrangements
- Named Subcontractor
 - Identified in proposal for a specific scope of work
 - Managed and paid through subcontracting process

Elevator Speech Exercise

You are approached by a large business that is considering submitting a proposal for a large government project in your community. They are interested in identifying small local businesses that could support the small business plan that would be part of the proposal they submit to the government client. You will have 15 minutes to talk with the large business' representatives:

1. What can you do to prepare for the meeting?
2. What do you think is the most important thing you bring to the table?
3. How can you project your value as a team member?
4. What are you looking for from the large business?

Elevator Speech Exercise

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What can you do to prepare for the meeting?

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How can you project your value as a team member?

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What are you looking for from the large business?

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- .

Contact Information

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