

Growing your business in adjacent markets

Maryann Lesnick, Lohfeld Consulting Group
Karen Gauthier, Lohfeld Consulting Group

MAY 6, 2015

Your speakers today



Maryann Lesnick, Principal Consultant | Lohfeld Consulting Group

- +25 years in business development, proposal management, writing, and related skills
- Extensive experience in capture management, project management, and quality management in both federal and commercial sectors
- Holds PMP, CP APMP, CSM, and MOS
- Current Chapter President of APMP-NCA



Karen Gauthier, Lead Consultant, Go-To-Market Strategy and Execution | Lohfeld Consulting Group

- +20 years experience in marketing and business development strategy and execution
- Marketing experience from client and agency perspectives
- Extremely knowledgeable in fully integrated marketing and advertising strategy, planning, and implementation
- SMEI Certified, former AMA Board Member, NISM Social Media Strategist



Setting up your market growth strategy



Growing business with existing customers

Quadrants 1 & 2

- Easiest path to business growth
- Expand sales through satisfied, current customers
- First prerequisite: do an outstanding job
- Be sure you know what customer thinks
 - Company executives visit the customer
 - Get an honest and independent assessment of how well you are really doing
- Are your services meeting expectations?
 - If not, first priority is to get performance back on track



Growing business with existing customers

Quadrants 1 & 2

- Use the PM or customer-facing executives responsible for performance
 - Best understanding of mission and challenges
 - Explain how growing or adding new services or technology can make the customer more successful
- You have the “high ground” to see what your customer needs and how your company can help
- Focus discussion on customer outcomes
 - not your capabilities



It is all about outcomes.

Growing business with existing customers

Quadrants 1 & 2

- Challenge
 - PM has little or no training in business development
 - May be reluctant to grow your company's share of the market they have at hand
- Solution
 - Business development training
 - Backed by an incentive program
- PM's job
 - Do an outstanding job for your customer
 - Be in tune with customer's mission
 - Recognize opportunities to help or to solve problems

It is all about outcomes.

Growing business with existing customers

Quadrants 1 & 2

- Bring in other members of your company to offer help
 - Subject matter experts
 - Company executive
- Be ready to close the deal
 - Add work to your current contract
 - New task under a task order contract
 - GSA schedule
 - Set-aside strategy, etc.



It is all about outcomes.

Poll question 1

Do you provide capture management training to your Program Managers?

22% Yes

29% Not yet, but we plan to

44% No, we do not provide capture training

4% Capture training...what's that?



Poll question 2

Which statement is true of your company?

- 14% Research is conducted by one full-time person
- 43% Research is conducted by a team of people
- 31% We fly by the seat of our pants in all situations
- 2% We find that research is not required
- 10% We hire outside firms to provide needed research



Growing business with new customers

Quadrants 3 & 4

- Begin with market research to identify agencies planning to contract for work in your sweet spot
 - Readily available from the government
 - Bloomberg, GovWin, Govini
- Use data to target the right government agencies
- Gain thorough understanding about the mission, programs, and people in the selected agencies
- Focus your sale on how your firm can help the customer accomplish their mission



It is all about outcomes.



Growing business with new customers

Quadrants 3 & 4

- Package your pipeline strategy in three parts
 - The projects
 - The people you need to have a dialog with
 - How your company expertise is relevant to their mission
- The more you know about their mission, needs, and desires, the more successful you will be selling into this quadrant

It is all about outcomes.



Growing business with new customers

Quadrants 3 & 4

- Business developers usually lead the charge in this quadrant
- Sources of intel
 - Past customers who have moved to the agency
 - Employees who have worked with the agency
 - Hire former government executives from the agency
 - Use a consultant or team with companies who are already doing work for the target agency
- There are lots of paths into these agencies, and your mission is one of understanding and fact finding
- Quadrant 4 growth – best left to acquisitions



It is all about outcomes.

Actionable, 10-step “go-to-market” process



Business development pipeline (“funnel”) continuum



WinCenter® helps you manage all the work that needs to be done as opportunities flow through the “funnel”

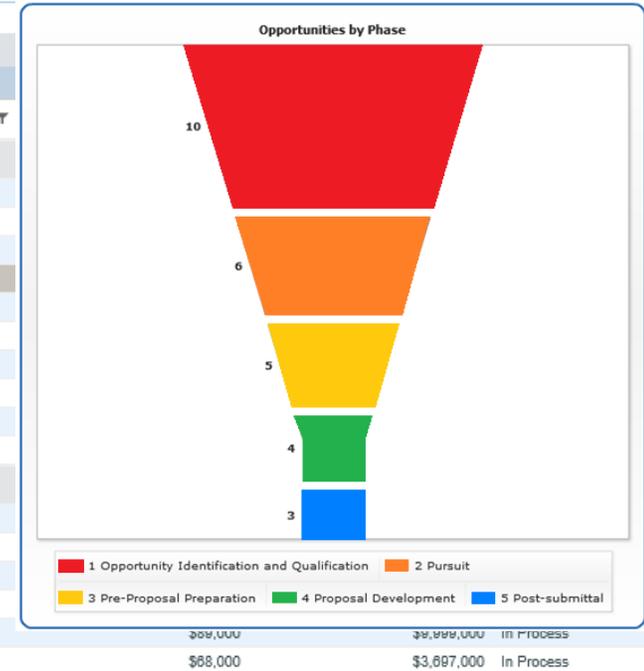
Opportunity Pipeline

1. ID and Qualification 2. Pursuit 3. Pre-Proposal Preparation 4. Proposal Development 5. Post-Submittal

Won Lost No Bid Canceled

Actions Search

OPP ID	OPPORTUNITY NAME	BU	CUSTOMER ACCOUNT	RFP RELEASE	PROPOSAL DUE
1 Opportunity Identification and Qualification (10)					
<input type="checkbox"/>	OPP-0010	BIOEFFECTS ASSESSMENTS ON AIRMAN	BU3	Air Force	2/18/2015 3/14/2015
<input type="checkbox"/>	OPP-0013	AEC PLANNING DESIGN SUPPORT SERVICES	BU8	Education	1/10/2018 7/22/2014
<input type="checkbox"/>	OPP-0016	KENNEDY SPACE CENTER PROPELLANTS	BU6	NASA - Goodard	8/15/2015 9/17/2015
<input type="checkbox"/>	OPP-0017	GUARD SERVICES US EMBASSY CANADA	BU7	State - Logistics Mngt	11/15/2018
<input type="checkbox"/>	OPP-0019	SOFT ORGANIC FUNCTIONAL TECHNOLOGY	BU3	Air Force - Materiel Command	11/15/2014 3/15/2015
<input type="checkbox"/>	OPP-0020	USACE AEC ENERGY PLANT FORT CARSON	BU1	Army - FORSCOM	11/15/2014
<input type="checkbox"/>	OPP-0022	ORACLE SUPPORT DEFENSE AGENCY	BU4	DoD - OSD - DHA	9/15/2014 9/30/2014
<input type="checkbox"/>	OPP-0024	USAITA	BU1	US Army	
<input type="checkbox"/>	OPP-0034	DATA CHALLENGES SOLUTION	BU1	Education	1/19/2015 1/31/2015
<input type="checkbox"/>	OPP-0035	NASA Goodard Communications Services	BU3	NASA - Goodard	
2 Pursuit (6)					
<input type="checkbox"/>	OPP-0001	US Army SOCOM Logistics	BU1	Army - FORSCOM	12/28/2014 1/27/2015
<input type="checkbox"/>	OPP-0002	US Army Tradoc Acquisition Program Support	BU1	Army - FORSCOM	11/14/2014 2/15/2015
<input type="checkbox"/>	OPP-0005	NEXT GEN RFID TAG IT	BU9	Health and Human Services	2/10/2015 4/15/2015
<input type="checkbox"/>	OPP-0015	RESEARCH IN PREVENTING TERRORISM	BU4	DHS - ICE	11/13/2014 11/29/2014
<input type="checkbox"/>	OPP-0018	C5 ENGINEERING PROGRAM SUPPORT	BU3	Air Force	8/15/2015 9/15/2015
<input type="checkbox"/>	OPP-0021	ASSESSMENT OF EDUCATION PROGRESS	BU8	Education	3/15/2018
3 Pre-Proposal Preparation (5)					
4 Proposal Development (4)					
5 Post-submittal (3)					



Summary

To have a successful business expansion strategy

- Support growth with existing customers in quadrants 1 and 2
 - Understand your customer through research
 - Provide training to core staff
- Focus on specific new target customers in quadrants 3 and 4
 - Understand the marketplace through research
 - Develop a strong Go-To-Market Strategy and Pipeline
 - Monitor, manage, and measure using project management tools like WinCenter®



It is all about outcomes.

Final poll question

Where does your organization struggle most with acquiring new revenue?

- 17% Inadequate pipeline
- 10% Market research
- 17% Formal expansion planning
- 12% Lack of tools/resources
- 44% All of the above



Questions and answers



**Maryann Lesnick, Principal Consultant |
Lohfeld Consulting Group**

Mlesnick@lohfeldconsulting.com

<https://www.linkedin.com/in/mlesnick>



**Karen Gauthier, Lead Consultant,
Go-To-Market Strategy and Execution | Lohfeld Consulting Group**

Kgauthier@lohfeldconsulting.com

<https://www.linkedin.com/pub/karen-gauthier/6/4ab/86>

Final thoughts

- Visit www.LohfeldConsulting.com for tips and techniques for creating better proposal and winning more business
- Let us help you with your next must-win proposal



For more information on Lohfeld Consulting Group's services and WinCenter®:

Brent Hunt

Managing Director, Strategic Accounts

BHunt@LohfeldConsulting.com

703.300.5652

Our books...

Best Informed Wins



Bob Lohfeld shares his capture and proposal management thoughts and best practices—along with business development advice for the government contracting industry.

Available on Amazon.com

Insights – Capture & Proposal Insights & Tips



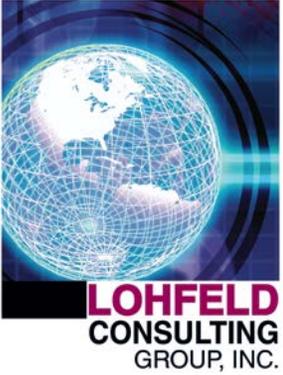
Our experts share their proposal development and capture management-related tips, hints, and tricks—along with thoughts on best practices in proposal development.

Available on Amazon.com

About Lohfeld Consulting Group

Lohfeld Consulting Group specializes in helping companies create winning captures and proposals. As the premier capture and proposal services consulting firm focused exclusively on government markets, we provide expert assistance to government contractors in Go-To-Market Planning, Capture Planning and Strategy, Proposal Management and Development, Capture and Proposal Process and Infrastructure, and Training.





Growing your business in adjacent markets

Maryann Lesnick, Lohfeld Consulting Group
Karen Gauthier, Lohfeld Consulting Group

MAY 6, 2015