



CONSTRUCT 2009
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Small Business Makeover: Developing Successful Business

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Learning Objectives:

- Learn how and why you should target your business focus
- Learn how to use market research to identify business development targets
- Learn to avoid classic business development mistakes



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Building your Business:

Successful new business development practices ***help drive revenue growth*** for architects, engineers, contractors and suppliers.

When reliance on referrals, repeat business and classic networking is no longer enough, ***businesses can generate new opportunities*** through classic marketing tactics and market research.



How to identify new targets?

- Sign up for daily government contract alerts
 - Receive daily notification when a federal, state, local, or education purchasing office sales opportunity matches your business criteria.
- Use a business intelligence service
 - Research who has procured similar services in the past
 - Look for re-compete opportunities
 - Identify companies winning business in your market and target as potential partners, suppliers or subcontractors



Narrow your targets by doing your homework:

- Project owner/agency research
- Competitive research
- Government bid strategy



Project owner/ agency research

- **Who:**
 - Who is responsible at the agency for approving procurement projects?
 - How do these government decision makers view your business?
 - How do they rank the evaluation considerations in order of importance to the agency? (For example, do they favor value or price?)
- **What:**
 - What types of projects has the agency completed in the past?
 - What major issues might impact the owner/agency, such as problems, trends, needs, sensitivities, internal pressures, external pressures, preferences, etc.?
 - What procedures does the government agency follow?
 - What are its ordering/acquisition practices?
 - Does the agency issue RFQs and, if so, what is the price ceiling on those projects?



Competitive Intelligence

- **Who:**
 - Who is currently doing work for the owner/agency and who has done work in the past?
- **What:**
 - What is the common denominator among previous contractors?
 - How do your strengths align with those of the competition?
 - What is the competition offering in their bid?
- **Competitive Analysis:**
 - What are the strengths and weaknesses of these potential competitors?
- **Pricing:**
 - Gather information into the competition's pricing?
 - How does your pricing compare to similar work that was done?



Bid Strategies

- **Experience:**
 - What is your technical experience performing the same or similar work? How do they align with the owner/agency evaluation criteria?
- **Partnering:**
 - How will a government agency benefit from any partnering arrangements? Will partnering improve the your evaluation ranking?
- **Unique Value:**
 - What aspects of the offering are unique, and differentiate your business from the rest of the competition? How will you demonstrate that your offering is the best value to the owner/agency?
- **Financial Risks:**
 - What are the chances of not being able to deliver within budget? What are the chances of the work not being profitable?

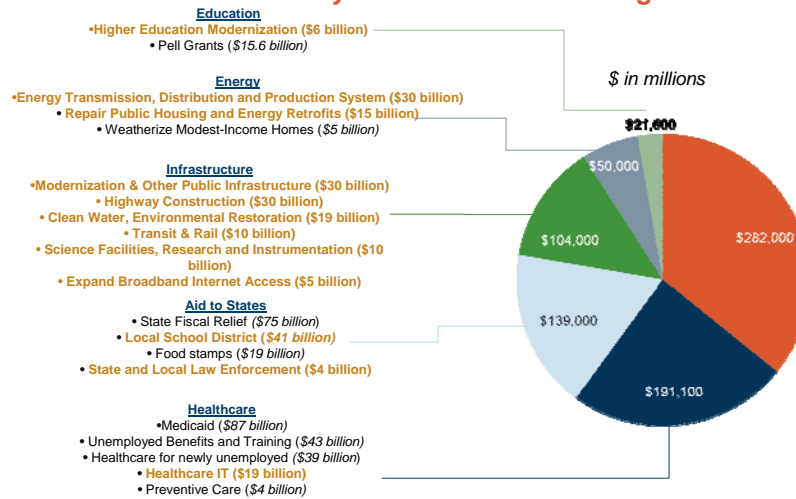


Increase your Win Rate with a Smart Go or No-Go Decision

- **Does your company want to perform this contract?**
 - Does the contract align with your business goals?
 - Can you compete on cost and still make money on the contract?
 - Are the contract terms and conditions acceptable?
 - Will winning this award negatively impact other accounts or projects?
- **Could your company realistically win the project?**
 - Do you have the necessary time and resources to construct a strong proposal and do the job?
 - How much competition is there, and are there any incumbent contractors?
 - Does your company have past experience with this kind of project, and is it a good fit for your products and services?
 - Has a relationship already been established with the agency?



American Recovery and Reinvestment Program Breakdown



Thank You for Attending!
 Any Questions?

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This concludes the American Institute of Architects
 Continuing Education Systems Program.

