



# Welcome to The National 8a Association Webinar Series

*We will start momentarily....*

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# Welcome to The National 8(a) Association Webinar Series

## Building Your Business Development Pipeline



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## Christian Carello

### Senior Consultant, TargetGov



Christian Carello is a Senior Consultant at TargetGov. He has over 20 years of experience in successful entrepreneurship in both startup and corporate information technology environments, most recently as Founder and Head of Business Development of Telstra's US Federal Government business where he was responsible for corporate strategy and business development, Go-to-Market sales initiatives, partner and teaming network programs, and federal contractor compliance policies.



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## Gloria Larkin

### President & CEO, TargetGov

Creator of the **FAST™ Process** and  
**KickStart Program™**

Clients have won \$5+ billion in federal contracts

Nationally recognized federal contracting business development expert

Quoted in Wall Street Journal, Washington Post, INC Magazine, Bloomberg

Author of The Basic Guide to Government Contracting

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# Agenda/Takeaways

## Building Your Business Development Pipeline

- Three Strategies
- Three Top Tips
- Three Top Tools
- Three Challenges



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# Three Business Development Strategies

- You as a Prime: advantages / disadvantages
- You as a Subcontractor: advantages / disadvantages
- You as a Teaming Partner: advantages / disadvantages



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# Top Pipeline Tips

- Pipeline Timeline
  - Dynamic, not static
  - Federal vs Commercial fiscal years
  - Sales Plans for each opportunity by Agency, PO, CO, etc.
- Size of Pipeline
- Tactical Steps for Pipeline Development
  - #1 Mistake = Opportunity Tunnel Vision
  - Opportunity Segmentation
  - Presence



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# Three Top Tools for Your Pipeline

- Opportunity Identifier: beta.SAM.gov, USASpending.gov, FPDS-NG, Agency Forecasts, SBA Subnet, EZGovOpps, BloombergGov, GovWin, etc.
- CRM System: Hubspot, Salesforce, etc.
- Probability of Winning Calculator

**TOP 40  
CUSTOMER  
RELATIONSHIP  
MANAGEMENT  
SOFTWARE  
REPORT**



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# Probability of Winning Calculator

Bid Consideration	Bid/No Bid Decision Matrix										
	Rating Criteria										
	Positive				Neutral				Negative		
	10	9	8	7	6	5	4	3	2	1	0
Your ability to respond	Can meet/exceed every requirement				Understand the problem and can respond				Don't know or don't have a better idea		
Background experience and overall technical capability	Strong in-house experience and/or technically superior				Average experience inhouse or can be imported and/or technically capable				Weak experience or new area and/or not technically qualified		
Proposed team and personnel (subs are an option)	Best and available (could be sub-enhanced)				Best available (no impact)				Second, strong subs, diluting		
Price strategy	Honest, credible, and within known limits				Reasonable and competitive				Must cut corners, cost share, etc.		
Customer rapport	Good working relationships				Known but not cultivated				Unknown to customer		
Competition	Sole source or customer knows and prefers you				Open/neutral customer and you know how to beat				Unknown competition or procurement		
Market intelligence	Inside track, good workup				Generally up-to-date on market developments				Surprised by RFP		
Company's resources available for proposal and for contract execution	Not needed				Available				Not Available		
Facilities	Available, favorably located or no facility required				No impact				Facility is necessary but is not yet		
Program's potential strategic advantage(s)	High				Average				Low		



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# Top Challenges

- Start Early
  - Craft Strategies for Prime, Sub, and Teaming
  - Recognition of contracting schedules and timelines for accurate forecasting
  - Establish initiatives for frequent and consistent engagement
- Staying in touch with decision-makers and influencers
- Proving Past Performance
  - Support versus Proof



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# Thank you! Questions?

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# Handouts

- Session Slides
- Top 40 CRM System Report
- Probability of Win Calculator aka Bid-No-Bid Form



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# About the National 8a Association

The **National 8(a) Association** is a non-profit organization with a mission to provide education and guidance for all aspiring, current and graduate 8(a) businesses. We are also proud to work with HUBZone, SDVOB, SDB, WOSB, DBE, 8(a) Joint Ventures, Federal Agencies, Prime Contractors, Industry Professionals, and Business Vendors.



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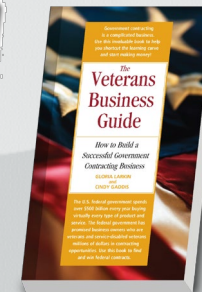
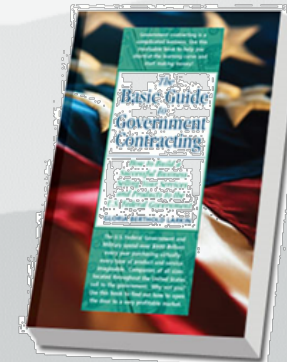
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