



# Supplier Tips for Creating Opportunities

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[www.amentum.com/supplier-diversity/](http://www.amentum.com/supplier-diversity/)

# Developing the Prime/Subcontractor Relationship



## Basic Marketing Research

- How is Amentum structured?
- What does Amentum sell?
  - Who do they sell to?
- Does Amentum buy what I sell?
- Could my company's capabilities fit a special niche within Amentum?
- Can I offer solutions to customer problems?
- What value proposition can be used to replace an incumbent?
- Do your recent success stories fit this customer?
- Is your company giving back to the community?

## Logistics/Timing

- Proximity of supplier to an Amentum location?
- Proximity to an Amentum customer location?
- Who is my competition?
- Has Amentum received new business contracts?
- When will materials/services be needed?
- Are you looking to add Amentum to your team?

Building a Positive Relationship is Key to a Successful Outcome

# Developing the Prime/Subcontractor Relationship (cont.)



## What Works

- Credibility
- Proven performance / Success stories
- Quality / On-time delivery / Cost affordability
- Conferences / Trade fairs
- Listen and create two-way conversation
- Focus on your company's uniqueness & differentiators
- Technical capabilities is essential to display

Every Business Needs a Memorable  
Answer to the Question:  
"What do you do?"

## What Doesn't

- Cold call/contact
  - Be conscious that it is unexpected, could be viewed as "SPAM", may be made to a person who is not in the department you are seeking to reach
- Contacting high level executives
  - Be conscious that it is unexpected, could be viewed as "SPAM", is being to an individual who is not in the department you are seeking to reach
- Demanding business
- Being unprepared
- Not doing your homework
- Not following the "How to Do Business with Us"
- Failing to register in SMS



# Tips For Success

- Develop strategic alliances
  - Team with other small businesses in order to offer expanded capabilities
  - Join industry organizations in order to stay current on new technology and trends
- Provide added value by offering additional complementary products and services
- Position yourself in your target industry
  - Understand the Marketplace
  - Create your Niche - Identify what makes you unique in the Marketplace
  - Maintain acceptable counterfeit electronic part detection and avoidance systems
- Maintain a strong financial history
  - Length of time in business
  - Strong financial statements
  - Maintain funding resources
    - Financial resources to sustain the company during aggressive growth as well as a market downturn
    - How is your company rated on services such as Dun & Bradstreet?
- Is your System for Award Management (SAM – [www.sam.gov](http://www.sam.gov)) profile current, accurate, and complete?



# Qualities We Look For

- Technical capabilities
- Past performance with Federal customer(s)
  - Prime
  - Subcontract
- Primary and secondary NAICS
- Socio-economic status
- Supplier of needed services/products
- OCONUS experience and ability to perform in region
- Experience in industries/areas where Amentum has contracts/customers
- Quality certifications
- Security clearances
  - Cleared facilities
- Location
- Past participation in mentor protégé program
- Technology unique to your company, patented
- Differentiating factors

# Engage with the SBLO



The Small Business Liaison Officer (SBLO) is:

- Your point of entry and advocate
- Knowledgeable about key programs in their area
- Is aware of Subcontracting Goals and Requirements
- Is engaged internally with Supply Chain, Procurement, Business Development, and Contracts
- Email is the preferred initial contact method: [SBLO@amentum.com](mailto:SBLO@amentum.com)
- Register in Amentum's Supplier Management System (SMS) <https://supplier.amentum.com/>
  - Include your website
  - Capability Statement
  - Product Line Card
  - NAICS codes
- Understand that the SBLO may need to refer you further
- There is no Amentum "Buyer Contact List with phone numbers and emails"
- Mind Ours and Your Business Ethics...gifts & gratuities, etc.

# What Happened?



- Was your message concise?
- Did you capture their attention via your value proposition or company's uniqueness?
- Was your past performance sufficient and/or relevant?
- Did your success stories have a positive impact on the opportunity?
- Were you able to understand the customer requirements and offer potential solutions to problems?



# What Happens after Multiple Attempts?

- Do you cut ties and end communications after several attempts?
- Is there true opportunity with this target client?
- Can you partner with another small company that will increase your opportunity with this previously targeted client?
- Can this client become a resource for you with other potential targets?
- Keep your company's Amentum SMS profile current for future opportunities



# Conclusion



- Know your business and be prepared
- Do your homework
- Make initial contact
- Listen and offer solutions to problems
- Did you communicate the uniqueness of your company? Did your value proposition demonstrate that it can be used to earn an opportunity to replace an incumbent and hit the target?
- Make adjustments and try again

Thank you.

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