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Mission: To improve the human condition by turning knowledge into practice.

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2019 Military Friendly Supplier Diversity Program
Success Tips for Subcontractors – Checklist 1 of 2

Market Positioning:

- Submit a complete small business self-certification
- Articulate the solution that you offer well in advance of a federal solicitation
- Define your marketing strategy and determine if/when the timing is right
- Determine if/when interests overlap
- Determine if/when capabilities overlap and be flexible
- Formulate a winning team strategy
- Have a list of targeted proposals in mind

Be ready to articulate:

- Your defined key prospect targets (clients), i.e.,
  + Prime contractors
  + That are in TBD Federal/State agencies
- Your prospective program/opportunity; i.e., name(s)
- Your true niche and related capabilities
- Your past performance (as sub or prime)
- Your customer relationships
- Knowledge of the specific opportunity
- Articulate which set-aside opportunities would bring us in as large subcontractor
Success Tips for Subcontractors - Checklist 2 of 2

Be Laser Focused:

- Establish standard business pursuit guidelines
- Only target the opportunities with the highest winning probabilities
- Agree to team based on clear needs, requirements, and roles
- Leverage evaluation criteria in the RFQ/RFP to develop a winning subk proposal
- Pitch the best winning strategy
- Make it easy for evaluators (primes) to score your proposal with high marks

Red Flags:

- RFP/RFQ information is vague
- Requests/requirements contradict one another
- Instructions and evaluation criteria are not consistent
- Pricing instructions don’t make sense
- Statement of Work is incomplete