



# SMALL BUSINESS PRODUCT VENDOR INDUSTRY DAY

## BRIEFING OCTOBER 21, 2015



Deputy Competition Advocate/Director, Small Business, Code 00K  
Naval Undersea Warfare Center, Division Newport

# AGENDA

- **Acknowledgements**
- **Logistics**
- **Intent of Industry Day**
- **Contracting with DIVNPT**
- **“DIVNPT Network”**
- **Goals, Metrics and Updates**
- **Takeaways**
- **Conclusion**



# ACKNOWLEDGMENTS

- **This event was a major undertaking. Sincere thank you to:**
  - **DIVNPT Leadership**
  - **DIVNPT PAO**
  - **OSBP**
  - **DIVNPT Graphics**
  - **Facilities**
  - **NCMA SBRT**
  - **IT, Photographer**
  - **Trade Groups and Agencies**
    - **NCMA, SENEDIA, AFCEA, PTAC**
  - **DIVNPT Departments**
  - **Prime Contractors**
  - **Small Business Vendors**
  - **Undersea Diner**

# LOGISTICS

- **Undersea Diner**
- **Booths are open until 1500**
  - **Booth breakdown no sooner than 1500**
- **Booth maps, Vendor Catalog available at registration table**
- **Feedback Forms**
- **Anticipate an “ebb and flow” of DIVNPT Dept’s, prime contractors, agencies, etc. throughout the day**
- **Restrooms, Exits**
- **NCMA On-Line Matchmaker**
- **Any questions/issues, etc., please see me**
- **Presentations will be distributed via FBO, and DIVNPT Electronic Reading Room**
  - **Vendor Catalog has been posted**

# INTENT OF INDUSTRY DAY

- **Captain Goldman, DIVNPT CO, has assigned us the responsibility for implementing a comprehensive program to encourage, ensure and increase competition**
- **We have essentially achieved these goals/have a comprehensive plan in place for the “Services” side of our acquisitions**
- **We continue to focus on the “Product” side of our acquisitions**
  - **This event allows small business Product vendors to meet with DIVNPT personnel, Prime contractors, and other small businesses to demonstrate their products, and begin to cultivate relationships**

# CONTRACTING W/DIVNPT

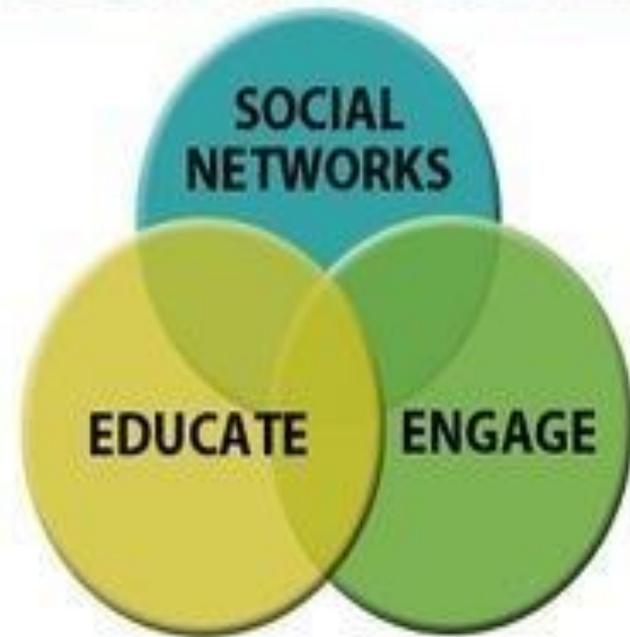
- **Federal Business Opportunities (FBO)**
  - <http://www.fedbizopps.gov/>
- **GSA E-Buy**
  - [https://www.ebuy.gsa.gov/advantage/ebuy/start\\_page.do](https://www.ebuy.gsa.gov/advantage/ebuy/start_page.do)
- **State Procurement Technical Assistance Centers (PTAC's) can assist with FBO, GSA searches**
  - <http://www.riptac.org/>

# “DIVNPT NETWORK”

## OLD SALES MODEL



## NEW SALES MODEL



Source: Forbes

***“DIVNPT Network” Parallels the  
New Sales Model***

# “DIVNPT NETWORK” (CON’T)

- “Social Networks”

- LinkedIn

- DIVNPT:

- <https://www.linkedin.com/company/naval-undersea-warfare-center-newport>

- OSBP:

- <https://www.linkedin.com/profile/view?id=88371739>

- RI Chapter of the National Contract Management Association (NCMA)

- <http://ncma-ri.org/contact-us/>

- <http://ncma-ri.org/list-companies/>

- “On-Line Matchmaker”

# “DIVNPT NETWORK” (CON’T)

- “Social Networks” (Con’t)
  - Southeastern New England Defense Industry Alliance (SENEDIA)
    - <http://www.senedia.org/contact-us.html/>
  - Armed Forces Communication and Electronics Association (AFCEA)
    - (781) 862-2465
  - RI Procurement Technical Assistance Center (PTAC)
    - <http://www.riptac.org/>

# “DIVNPT NETWORK” (CON’T)

- **“Educate and Engage”**
  - **Each September: SENEDIA Defense Innovation Days**
  - **Each October: Small Business Product Vendor Industry Day**
  - **Each November: SDVOSB/VOSB Conference**
  - **Each Dec and May: SeaPort-e Council Meeting**
  - **Each April: NCMA/DIVNPT Reverse Matchmaker**

# “DIVNPT NETWORK” (CON’T)

- **“Educate and Engage” (Con’t)**
  - Every “even” June: **NCMA/DIVNPT Industry Day**
  - Every “odd” June: **NCMA Training and Education Event**
  - **Numerous Ad-hoc Pre-Solicitation Conferences, Facility Tours and Industry Days**
  - **NCMA, SENEDIA, SBRT and AFCEA Luncheons and Events**

# “DIVNPT NETWORK” (CON’T)

- “Educate and Engage” (Con’t)
  - Electronic Reading Room (ERR)
    - <http://www.navsea.navy.mil/Home/WarfareCenters/NUWCNewport/Partnerships/BusinessPartnerships/ElectronicReadingRoom.aspx>
    - Supplements/complements information on FBO and SeaPort-e
    - Provides Unrestricted access to UNCLASSIFIED Distribution Statement “A” documents. Examples include:
      - Industry Day Presentations, SeaPort-e Council Documents, Pre-Solicitation Conference Slides,

# “DIVNPT NETWORK” (CON’T)

- “Educate and Engage” (Con’t)
  - Electronic Reading Room (ERR) (Con’t)
    - Examples include (Con’t):
      - DIVNPT Long Range Acquisition Forecast (LRAF)
        - » Updated on a quarterly basis, provides an up-to-date status of all procurements for the next 2 years
      - DIVNPT Resource Sheet
        - » Updated, at least monthly, with a list of useful links and upcoming events

***DIVNPT Competition Initiatives Facilitate  
Entry into the DIVNPT Market***

# “DIVNPT NETWORK” (CON’T)

## SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FORTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

***Value of the “DIVNPT Network”: sixteen (16) FY15 events, numerous scheduled for FY16***

# GOALS, METRICS AND UPDATES

- **Increase overall competition by ensuring all companies have a fair opportunity to compete**
- **Encourage new vendors to bid**
- **FY12 to Date Results:**
  - **Several new incumbents**
  - **Seven (7) new Prime vendors have been awarded prime contracts**

# GOALS, METRICS AND UPDATES (CON'T)

- **FY 15**
  - **NAVSEA-assigned goal: set-aside 34% for small business**
    - **Achieved 39% to date**
  - **Awarded a total of \$376M to large and small businesses for Products and Services**
    - **Products Only:**
      - **Awarded a total of \$69.6M to large and small business Product Vendors**
        - **\$33.5M (48%) to small business**
          - **FY14: \$18.8M (26%)**

# RECENT/UPCOMING EVENTS

- June 10, 2015: NCMA Ocean State Workshop
- Aug 26 -28: SENEDIA Defense Innovation Days
- Sept 17, 2015: Code 15 OK-410 Pre-Solicitation Conference
- Oct 21, 2015: Small Business Product Vendor Industry Day
- Nov 5, 2015: Code 70 AUTECH Industry Day
- Nov 6, 2015: SDVOSB/VOSB Training Event
- June 14, 2016: Biennial NCMA/NUWC DIVNPT Industry Day

***DIVNPT events are advertised via: NCMA, LinkedIn, SENEDIA, AFCEA, SeaPort-e, FBO, RI PTAC. Posted to DIVNPT ERR***

# TAKEAWAYS

- **DIVNPT has implemented a comprehensive and on-going program to encourage, ensure and increase competition**
  - **Visibility and support at the highest DIVNPT leadership level**
- **DIVNPT is a vibrant and competitive environment and offers many opportunities to Prime, and/or Sub**
- **The DIVNPT DCA/DSB is the ideal entry point for any business (large or small) that wants to do business with NUWCDIVNPT**
  - **<http://www.navsea.navy.mil/Home/WarfareCenters/NUWCNewport/Partnerships/BusinessPartnerships/OfficeofSmallBusinessPrograms.aspx>**
  - **(401) 832-7372**
  - **[NUWC\\_NPT\\_OSBP@navy.mil](mailto:NUWC_NPT_OSBP@navy.mil)**

# CONCLUSION

- **Sincere thank you!**
  - RI NCMA
  - DIVNPT
  - Attendees
- **Carpe Diem! (Seize the Day)**
  - Plug into the “DIVNPT Network”
  - Strengthen/rekindle current relationships
  - Forge new relationships
    - Government, Primes, Subs
- **Questions?**
  - [NUWC\\_NPT\\_OSBP@navy.mil](mailto:NUWC_NPT_OSBP@navy.mil)