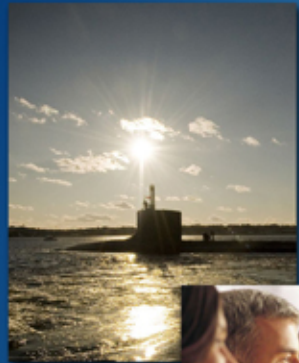


# Deputy Competition Advocate/Director, Small Business



SMALL BUSINESS PRODUCT VENDOR  
INDUSTRY DAY  
OCTOBER 21, 2014

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

# AGENDA

- **Acknowledgements**
- **Logistics**
- **Intent of Industry Day**
- **Contracting with DIVNPT**
- **Competition Initiatives**
- **“DIVNPT Network”**
- **Goals and Metrics**
- **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**

# LOGISTICS

- **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, Joe, NCMA SBRT**
- **Presentations will be distributed via FBO, NCMA, SENEDIA, AFCEA, PTAC, LinkedIn and DIVNPT Electronic Reading Room**
  - **Vendor Catalog has been posted**

# INTENT OF INDUSTRY DAY

- Captain Cramer, 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
- Success Stories from last year



# 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/>

# COMPETITION INITIATIVES

- DIVNPT has established the following functional e-mail accounts to facilitate communication with Industry:
  - Code 10: [Nuwc\\_npt\\_code10\\_info@navy.mil](mailto:Nuwc_npt_code10_info@navy.mil)
  - Code 15: [Nuwc\\_npt\\_code15\\_info@navy.mil](mailto:Nuwc_npt_code15_info@navy.mil)
  - Code 25: [Nuwc\\_npt\\_code25\\_info@navy.mil](mailto:Nuwc_npt_code25_info@navy.mil)
  - Code 34: [Nuwc\\_npt\\_code34\\_info@navy.mil](mailto:Nuwc_npt_code34_info@navy.mil)
  - Code 40: [Nuwc\\_npt\\_code40\\_info@navy.mil](mailto:Nuwc_npt_code40_info@navy.mil)
  - Code 70: [Nuwc\\_npt\\_code70\\_info@navy.mil](mailto:Nuwc_npt_code70_info@navy.mil)
  - Code 85: [Nuwc\\_npt\\_code85\\_info@navy.mil](mailto:Nuwc_npt_code85_info@navy.mil)
  - Technology Partnerships Office:  
[NUWC\\_TPEO@navy.mil](mailto:NUWC_TPEO@navy.mil)
  - Deputy Competition Advocate/Director, Small Business: [NUWC\\_NPT\\_OSBP@navy.mil](mailto:NUWC_NPT_OSBP@navy.mil)

# COMPETITION INITIATIVES (CON'T)

- **Electronic Reading Room (ERR)**
  - <http://www.navsea.navy.mil/nuwc/newport/pages/ElectronicReadingRoom.aspx>
  - **Supplements/complements information on FBO and SeaPort-e**
  - **Provides Unrestricted access to UNCLASSIFIED publicly releasable/Distribution Statement “A” documents in an open forum such as:**
    - **Industry Day Presentations, SeaPort-e Council Documents, Pre-Solicitation Conference Slides, DIVNPT “Resource Sheet”, “Functional E-mail Accounts”, Special Notices, etc.**



# COMPETITION INITIATIVES (CON'T)

- **Electronic Reading Room (ERR)**
  - Also provides procedures for Restricted access to UNCLASSIFIED Distribution Statement “D” documents related to a specific Request for Proposal (RFP)

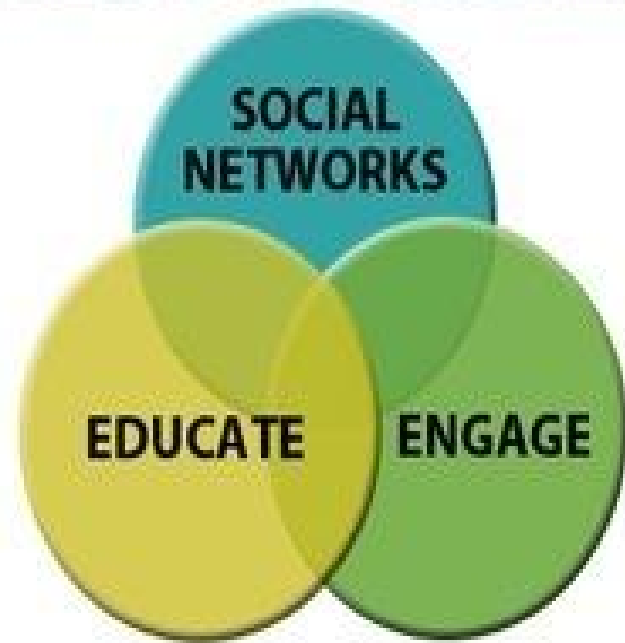
***DIVNPT Competition Initiatives Facilitate  
Entry into the DIVNPT Market***

# “DIVNPT NETWORK”

## OLD SALES MODEL



## NEW SALES MODEL



Source: Forbes

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

# “DIVNPT NETWORK” (CON’T)

- “Social Networks”
  - LinkedIn
    - <https://www.linkedin.com/>
  - RI Chapter of the National Contract Management Association (NCMA)
    - <http://ncma-ri.org/contact-us/>
    - <http://ncma-ri.org/list-companies/>
  - “On-Line Matchmaker”
  - Southeastern New England Defense Industry Alliance (SENEDIA)
    - <http://www.senedia.org/contact-us.html/>

# **“DIVNPT NETWORK” (CON’T)**

- **“Social Networks” (Con’t)**
  - **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”
  - June 17, 2014: Code 25 Trainer Hardware Pre-Solicitation Conference
  - June 17, 2014: Code 25 SUBLAN Pre-Solicitation Conference
  - June 26, 2014: MK 54 Lightweight Torpedo Industry Day
  - November 5, 2014: SDVOSB/VOSB Conference
  - November 13, 2014: Code 10 Inventory Management/Warehouse Pre-Solicitation Conference and Facility Tour
  - Dec 2, 2014: SeaPort-e Council Meeting
  - Dec TBD, 2014: Code 85 EMATT Pre-Solicitation Conference
  - April TBD, 2015: SBRT Event “Reverse Matchmaker”

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



# “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

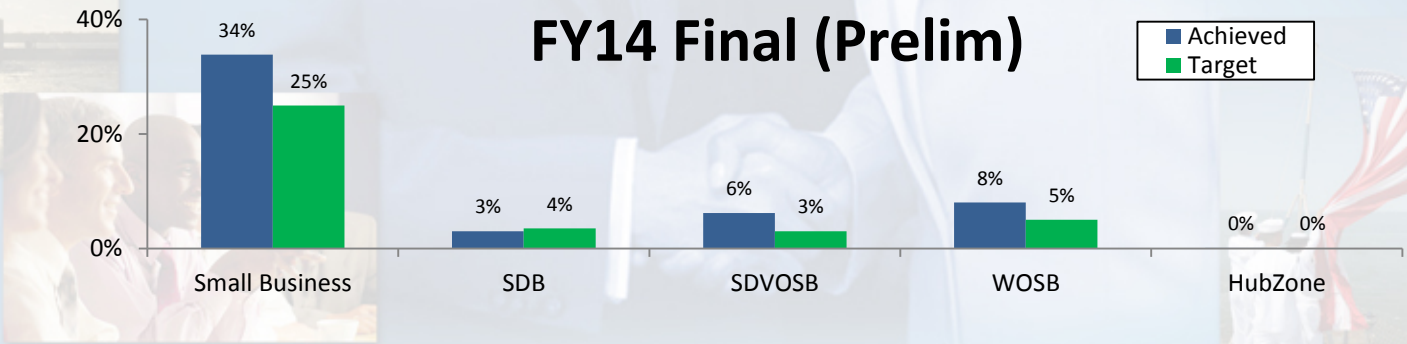
Source: National Sales Executive Association

***Value of the “DIVNPT Network”: over fifty (50) events and briefings since 10/12***

# GOALS AND METRICS

- **FY 14**
  - **NAVSEA-assigned goal: set-aside 25% for small business**
    - **Achieved 35% to date**
    - **Awarded a total of \$376M to large and small businesses for Products and Services**
      - **Products Only:**
        - » **Awarded a total of \$71.3M to large and small business Product Vendors**
          - **\$18.9M (26.6%) to small business**

# GOALS AND METRICS (Con't)



***DIVNPT was awarded, for the first time, the DON OSBP Small Business Statutory Goal Achievement Award for FY13 for Service-Disabled Veteran Owned Small Business***

# TAKEAWAYS

- **DIVNPT has implemented a successful and comprehensive 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/Director, Small Business is the ideal entry point for any business (large or small)**
  - **<http://www.navsea.navy.mil/nuwc/newport/pages/OSBP.aspx>**

# 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)