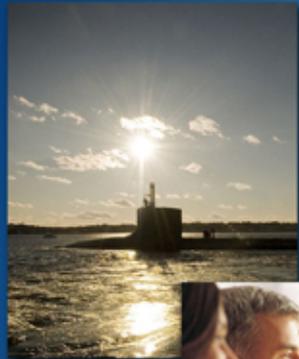




Deputy Competition Advocate/Director, Small Business



SERVICE DISABLED VETERAN OWNED/VETERAN
OWNED SMALL BUSINESS
MATCHMAKING EVENT AND TRAINING CONFERENCE
NOVEMBER 5, 2014

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

AGENDA

- **Competition Initiatives**
- **“DIVNPT Network”**
- **Contracting with DIVNPT**
- **Goals and Metrics**
- **Conclusion**



COMPETITION INITIATIVES

- DIVNPT has established the following functional e-mail accounts to facilitate communication with Industry:
 - Code 10: Nuwc_npt_code10_info@navy.mil
 - Code 15: Nuwc_npt_code15_info@navy.mil
 - Code 25: Nuwc_npt_code25_info@navy.mil
 - Code 34: Nuwc_npt_code34_info@navy.mil
 - Code 40: Nuwc_npt_code40_info@navy.mil
 - Code 70: Nuwc_npt_code70_info@navy.mil
 - Code 85: Nuwc_npt_code85_info@navy.mil
 - Technology Partnerships Office:
NUWC_TPEO@navy.mil
 - Deputy Competition Advocate/Director, Small Business: 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)

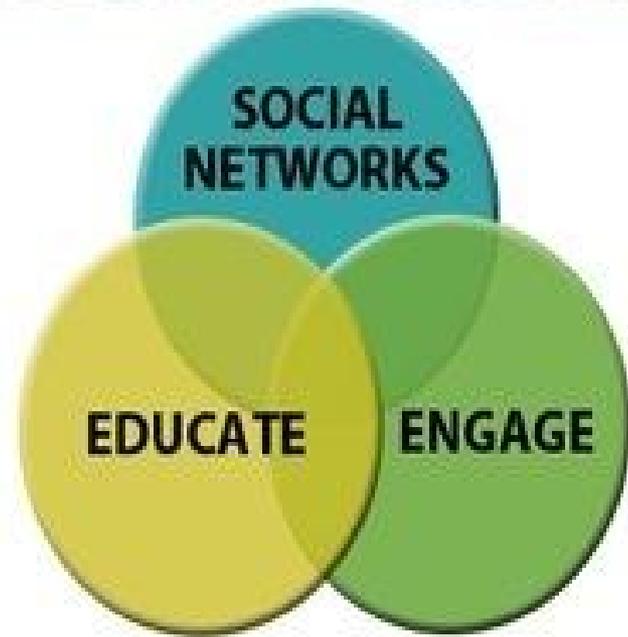
***DIVNPT Competition Initiatives Facilitate
Entry into the DIVNPT Market***

“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”
 - October 21, 2014: Small Business Product Vendor 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 11, 2014: Code 85 EMATT Pre-Solicitation Conference
 - April TBD, 2015: SBRT Event “Reverse Matchmaker”

DIVNPT “Resource Sheet”, posted to the DIVNPT ERR, lists upcoming events

“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

CONTRACTING W/DIVNPT

- **SeaPort-e**
 - <https://auction.seaport.navy.mil>
- **Federal Business Opportunities (FBO)**
 - <http://www.fedbizopps.gov/>
- **GSA E-Buy**
 - 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/>

GOALS AND METRICS

- **FY 14 (Preliminary)**
 - **Awarded a total of \$383M to large and small businesses for Products and Services**
 - **Increase of \$47M from FY 13**
 - **Additional \$2M to small business**
 - **SEA00K - assigned goal: set-aside 25% for small business**
 - **Achieved 35%**
 - **VOSB: Awarded \$35M, (9% of \$)**
 - **SDVOSB: Awarded \$23.5M, (6% of \$)**
 - » **SEA00K goal: 3%**
 - **Also exceeded goals for Woman-Owned Small Business**

GOALS AND METRICS (Con't)

- **FY 15**
 - **Total \$ awarded will remain steady**
 - **Anticipated SEA00K -assigned goal: set-aside 25% for small business**
 - **DCA/Director, SB Roadmap: exceed 40%**

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

CONCLUSION

- **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>**
 - **NUWC_NPT_OSBP@navy.mil**