



# **Business Development + Government Marketers = A Great Partnership!**

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# BIDDING TO WIN: IT TAKES AN ORCHESTRA



ROLE	BD Lead	Capture Manager	Proposal Manager	Marketing Experts	Operations Lead	Solutioning Lead	Pricing Manager
Identify and Qualify	L	S		S			
Solution Development		I			I	L	
<b>Marketing and Branding</b>	<b>S</b>	<b>S</b>		<b>L</b>	<b>I</b>	<b>I</b>	<b>I</b>
Determine Work to be Performed		S				L	I
Teaming	S	L		S		I	I
Analyze solution regarding make/buy		I			S	L	
Staffing & Security Approach		I			L	S	
Assess Program & Execution Risk		I			S	L	
Solution Development Artifacts		I			I	L	
Competitive Analysis	S	L					I
Set Price to Win		I			I	I	L
Customer Analysis	S	L		S			
Customer Validation	L	I					
Continuous Capture Activities	S	L	I	S	S	S	S
Capture Reviews	S	L	I	S	I	S	I
Pre-proposal Development		L	S	S		S	
Proposal Development	I	S	L	S	S	S	S

# BUSINESS DEVELOPMENT - THE CHALLENGE

- We look like our competitors
- Our website is out of date
- Our marketing material is too generic
- We have no marketing budget
- We have branding rules
- We have 30 seconds - 15 minutes max
  - Who I Represent
  - What We Do
  - How To Find Us
  - Don't Forget Us – When You Think About xxxxx Think Us



# CAPTURE – PICK US AND NOT THEM



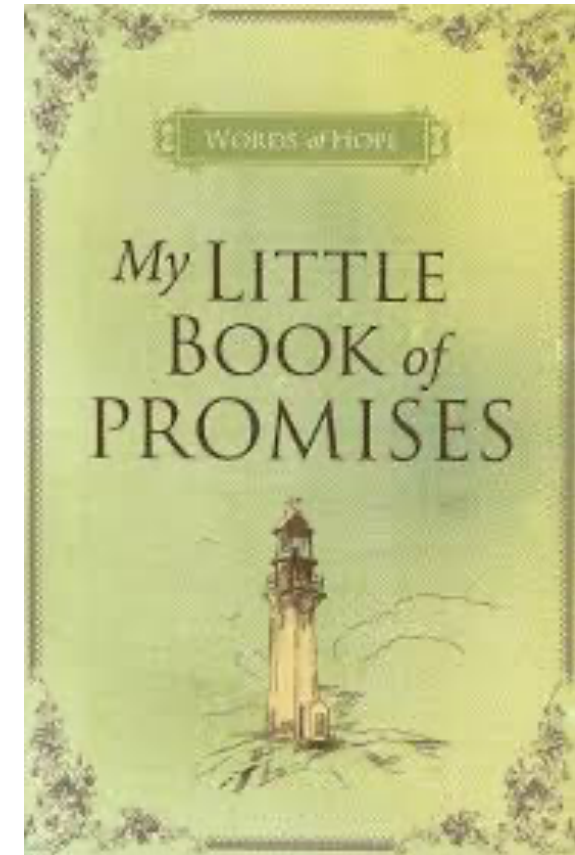
- Same issues and needs as BD because we are BD!!!!
- Opportunity Specific
  - Customer Calls – Adjust Message
  - One Amazing Tag Line - When You Think About xxxxx Think Us
  - What does Ready Now mean?

**WE  
ARE  
READY  
NOW!**

A stylized graphic element consisting of thick, black, angular lines forming a shape that resembles a stylized 'W' or a series of connected steps.

# PROPOSAL – SAY IT AND PROVE IT

- Create the Book of Promises – aka Proposal Response
- Need Graphics to Back Up Marketing
  - Anchor Graphics
  - Surprise – we were selling all along
- All Marketing artifacts have to back up proposal



# MARKETING HELP NEEDED

- Company Branding - clever tag lines: tell me more
- Website Updates – against our competitors: why us, not them
- Social Media strategy and updates: not our strength
- Advertisement – conferences, sponsorships, give aways, placement: reuse, refresh and stand out
- Refresh Refresh Refresh
- Deliverables, not studies

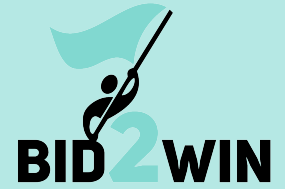


# BEFORE WE GO





# CONTACT INFORMATION



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