

# **The Importance of Business Development and Legislative Strategy in Selling or How Small Business Can Afford Business Development**

**MARCH 29, 2006**

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## What Are the “Pieces” of Business Development and Legislative Strategy?

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- What Does the Customer Want?
  - Are You Selling the Right Product?
  - Do You Have the Best Solution?
- Are Relationships Important?
- Know Your Market “Space”
  - What is the Difference Between Commercial/Government Sales?
- Politics as Part of the Process
- Know Your Customer’s Requirements
  - Your Competitors Know Them
- You
  - Why are You in This at all?



## Exercise: From Whom Would You Buy a Used Car/New Car/Home/Any Service?

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- As a Customer, What Traits do You Seek in a Seller?
- How Important are Relationships in Your Buying Decisions?
- If Products are the Same – Quality and Price – From Whom will You Buy?
  - A stranger? Why/Why Not
  - Someone You Know/Like? Why/Why Not
- How do Customers Buy Their Products?
  - Are the Customers Different From You?
  - How/Why?



## **Question: Is Marketing in the Defense Industry Different Than Marketing Commercial Products?**

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- Example: What is the Difference in Selling Lemonade Versus Selling Atlas V Rockets to the Air Force?
- What do you Need to Successfully Sell Lemonade?
- What do you Need to Successfully Sell Atlas Vs?



## How do You Win New Business?

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- Is it the Best Technical Answer?
- Is it the Best Political Answer?
- One Example: Space Shuttle Upper Stage – Centaur vs. Inertial Upper Stage (IUS)



## The Political Process in Decision Making

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- OR How to Influence the Budget in Four Easy Steps
- OR Horror Stories from the Hill



## Other Real World Examples – Know the Customer's Requirements

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- Medium Launch Vehicle I and Medium Launch Vehicle II
- Interim Armored Vehicle
- Next Generation Small Loader



## Business Development Process Tools

- Short Strategic Plan (10 Pages or Less)
  - Must Have Your Vision Clearly Stated for All
  - Market “Space” Defined
  - Opportunities Briefly Outlines
  - How are we Going to “Get There”
    - ✓ Focus
    - ✓ Targets
    - ✓ No “Pop-Ups” to get rich quick
  - Finances are Important, but Aren’t the Vision
  - Everyone must Understand the Vision/Plan





## Business Development Process Tools (Cont.)

- Opportunity Qualification Process (12 Questions)
  - All New Business Opportunities Must Go Through this Gate
  - Fits with the Strategic Plan
  - Answers the 12 Questions Before the Pursuit
- Capture Plan (3 Pages)
  - What You Plan to do Over the Next 30-60 Days
  - Briefings, Meetings, White Papers, Legislative, Others
- Weekly Communications (1 Page or Less)
  - Weekly Report
    - ✓ Status of the Capture Plan, Actions, What You Did This Week, and What You Plan to Do Next Week
- Other Resources



- Usually, the Best Solution will be Chosen
- If the Solutions are Similar, Other Factors may Impact the Decision
- Customer Relationships may Give you the Information Essential to Gain Insight for any Problem/Program of Interest
  - May be the Difference Needed to Win the Program
- Customer Relationships and Marketing do not Take the Place of Doing a Great Job
  - Excellent Program Performance is a Requirement
- Do What You Enjoy – Life is a Marathon, not a Sprint
  - You are in this for the “Long Haul”
  - Those with the Most Toys Don’t Necessarily Win – all the Time

