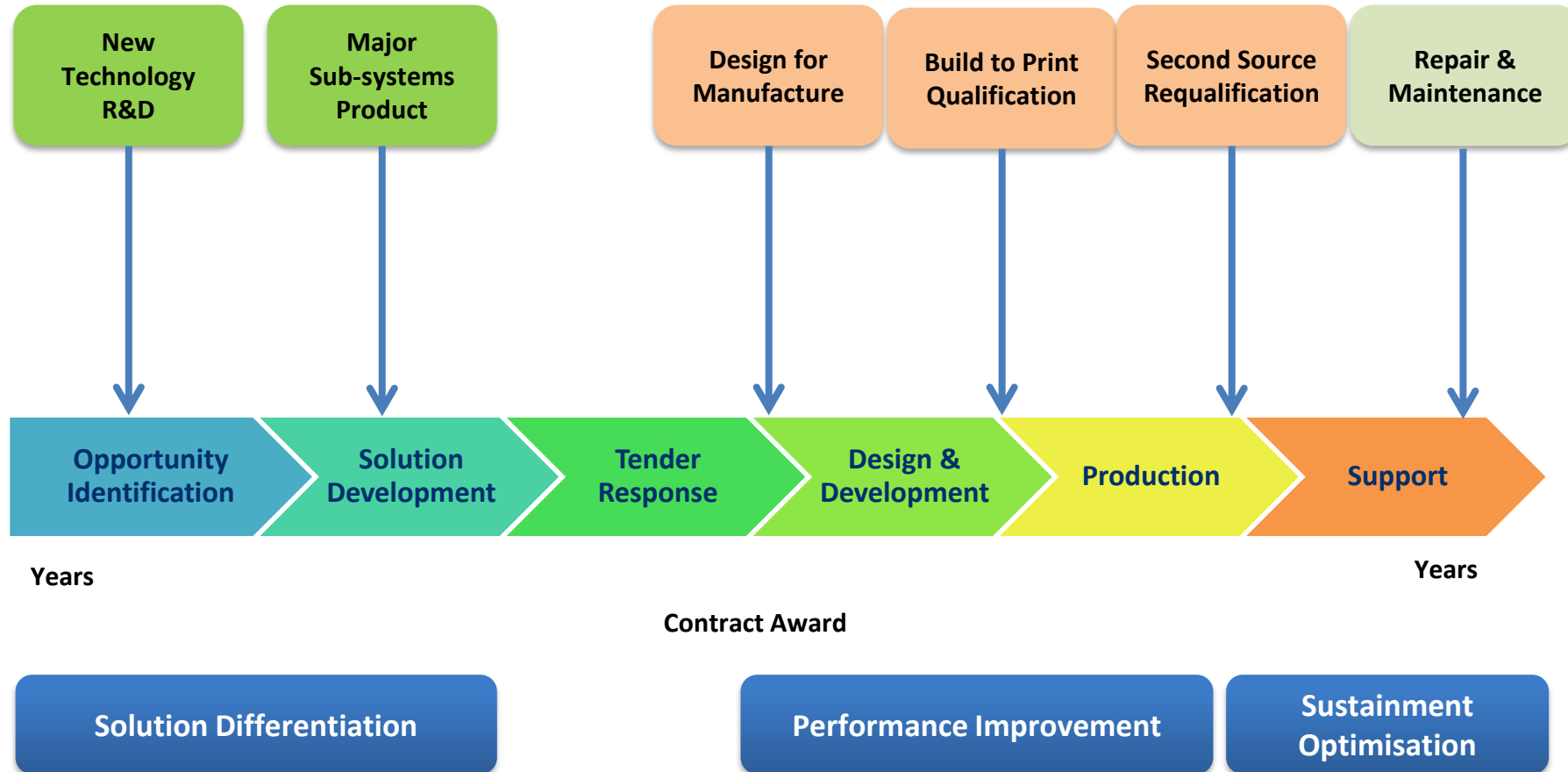


Working with the Primes

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ENGAGEMENT TIMELINES



SUCCESSFUL PRACTICES

- Research and understand supply chain needs
- Articulation of key differentiators (technology, cost, quality, productivity, & performance)
- Use relevant examples to illustrate past successes
- Have a strategy to manage commercial and technical commitments as well as supply chain risks
- Know your competition in the target market (i.e. have a strategy to win competitive advantage over them)
- Make regular, personal visits for confidence-building and risk mitigation.

Do Your Homework

PILLARS FOR SUCCESS

Differentiation

- Are you really different? Help us to sell you.

Positioning

- Research our products, where do you think you fit?

Timing

- Research the market(s). Timing is everything.

Funding

- How will the customer fund the procurement?

Persistence

- Keep working with us. No may mean *not right now*.

Sustainment

- We need confidence in your ability to deliver and sustain over the timeframe.

PILLARS FOR SUCCESS

Sell Yourself

- What makes you special? Different? Use *metrics* in your pitch

What problems can you help us solve?

- How does your capability *match* the opportunity, help us to understand

Expectation Management

- Don't expect to walk away with a contract, build a *relationship*

Enhance existing relationships

- Any previous contacts, other primes, adjacent markets?

Target your Approach

- Right people, right place, right time, right opportunity

Leverage the Commonwealth, State Governments, and AIDN

- Include government representatives in meetings if you can, take full advantage of various services on offer

EXPECTATIONS MANAGEMENT

- Displacing incumbent suppliers is difficult and requires a “perfect storm”
- Minimum industry standards must be met (e.g. AS9100/ISO9000, NADCAP, SC21, FOD, etc.)
- Purchasing takes a significant amount of time (18 – 36 months for initial engagement) as bureaucracies take time and effort to navigate
- Due diligence performed by one business area does not usually complete the requirement for any other
- Some investment (demonstrations, NRE, etc.) may be required to ensure competitiveness in global marketplace

We Need Partners, Not Just Suppliers