

Lockheed Martin Supplier Diversity

Path to Small Business Partnership



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Lockheed Martin Corporation

Space Systems Company Portfolio



Strategic & Missile Defense



Adv Programs



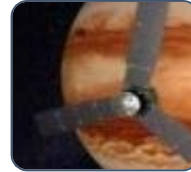
Strategic Missiles



Missile Defense



Human Exploration



Planetary Exploration



Weather & Environment



Remote Sensing



Commercial SATCOM

Commercial & Civil Space

Military Space



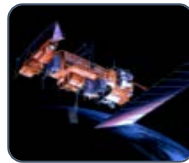
Protected Comms



Narrowband Comms



Navigation



Weather



Early Warning



Space Protection

Mission Solutions



End-to-End Mission Systems



Geospatial Technologies

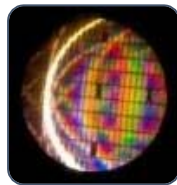
Special Programs



Advanced Technology Center



Optics, RF & Photonics



Adv. Materials & Nano Systems



Space Sciences & Instruments

Subsidiaries





Point of Entry/Do Your Homework



- Study our website and programs
- Register in LM's Marketing Portal:
<http://www.lockheedmartin.com/us/suppliers/doingbusiness.html>
- Supplier Wire:
<http://www.lockheedmartin.com/us/suppliers.html>
- For additional questions, email:
supplier.communications@lmco.com



Supplier Wire

A dedicated resource for small enterprises looking to do business with Lockheed Martin and the industry in general

Free webinars & live chats

Educational videos

Supplier testimonials

Immediate needs bulletins

Directories

Partnership pursuits

Veteran's corner

Lockheedmartin.com / Suppliers / Supplier Wire



OPENING DOORS TO OPPORTUNITY AND INNOVATION



Get Connected

Attend a webinar, chat with Lockheed Martin representatives, seek proposal partners and more. [LEARN MORE.](#)



Doorway to Innovation

Share an innovation or partner with us on a Small Business Innovation Research Program project. [READ MORE.](#)



Who's Knocking

When we say 'Who's Knocking' we mean diverse suppliers who deliver high quality and innovative solutions. [READ MORE.](#)



Opportunity Knocks

Learn what we buy, procurement opportunities available and where we'll be throughout the year. [LEARN MORE.](#)



eTraining & Video Center

Visit our eTraining & Video Center, a collection of educational resources for small businesses. [LEARN MORE.](#)



Veterans Corner

We're committed to providing veterans with business and training opportunities when they no longer wear the uniform. [LEARN MORE.](#)

Business Card Tips



- **FRONT OF CARD**
 - **Supplier Name**
 - **Address**
 - **Email**
 - **URL**
 - **Phone number**
 - **Socio-economic status**
 - **Key descriptive words**



- **BACK OF CARD**
 - **NAICS/descriptions**
 - **DUNS & CAGE Code**
 - **Any strategic information that you think your Target audience might find useful. (avery clear labels)**



Qualities We Look for in a New Supplier...



- **Socio-economic status**
- **Past performance with federal customer**
- **Experience with Lockheed Martin or Prime Contractor**
- **Experience in one of our industries**
- **Quality certifications**
- **Security clearances**
- **Location**
- **Past participation in Mentor Protégé program**
- **Technology unique to their company, patented**
- **Differentiating factors**
- **Supplier of needed services**

Access To Target



- Is this company a good fit for your product or service
- Can you offer solutions to customer problems, is customer aware of potential problems
- What value proposition can be used to replace incumbent
- Do your recent success stories fit this customer



Every Business Professional Needs a Memorable Answer to the Question "What do you do?"

Make Initial Contact- taking your first shot



- Create a personal connection
- Listen and create two way conversation
- Communicate a brief & concise “Introduction”
 - Introduction is looking for permission to go into more depth
 - Focus on your company’s uniqueness & differentiators
 - Past performance data(quality & delivery)
- Have success stories to share
- Offer solutions to problems



Every Business Professional Needs a Memorable Answer to the Question "What do you do?"

Utilize the SBLO

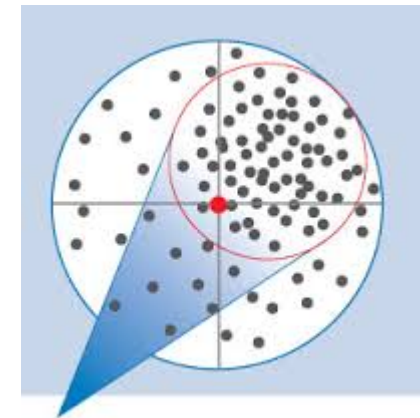


- **Small Business Liaison Officer (SBLO)**
supplier.communications@lmco.com
- **Your Point of Entry & Advocate**
- **A Business Partner**
 - **Knows ALL key programs in their area**
 - **Aware of requirements**
 - **Integrated with BD & Contracts**
 - **Email is the preferred initial contact method**
 - **Include your website**
- **Understand that the SBLO may need to refer you further**
- **Mind your business ethics...gifts & gratuities, etc.**

What Happened?

Re-access and Make Corrections

- Was your message brief & concise?
- Did you wait for permission to go more in depth?
- Did you capture their attention via your value proposition or company's uniqueness?
- Was your past performance sufficient?
- Did your success stories have a positive impact on this Opportunity?
- Were you able to understand the customer requirements and offer potential solutions to problems?



Every Business Professional Needs a Memorable Answer to the Question "What do you do?"

What Happens After Multiple Attempts?



- Do you cut ties and end communications after several attempts?
- Is there true opportunity with this target client?
- Can you partner with another small company that will increase your opportunity with this previously targeted client?
- Were you able to establish a common connection on a personal or human level?
- Can this client become a resource for you with other potential targets?



Every Business Professional Needs a Memorable Answer to the Question "What do you do?"

Conclusion



- Know your Business
- Study and know your potential client
- Listen
- Access the Target
- Focus on your shots
- Make adjustments to shots



