Lockheed Martin Supplier Diversity

Path to Small Business Partnership

Bob Thompson II
Supplier Programs Sr. Mgr.
Lockheed Martin Corporation
Vision

Be the global leader in supporting our customers’ missions, strengthening security, and advancing scientific discovery.
People

98,000 Employees

49,000 Scientists, Engineers and IT Professionals

590+ Facilities Worldwide

Operating in over 70 Countries
With 7,000+ Employees
Customers

• Departments of
  – Defense
  – Homeland Security
  – Commerce
  – Energy
  – Justice
  – State
  – Transportation

• NASA
• Intelligence Communities
• 70 other Governments Worldwide

We Never Forget Who We’re Working For ®
Business Structure

- Aeronautics
- Information Systems & Global Solutions
- Missiles and Fire Control
- Mission Systems & Training
- Space Systems

Government IT Services divestiture, 07/2016

Company acquisition, 10/2015
Business Structure

- **Aeronautics**
- **Missiles and Fire Control**
- **Rotary and Mission Systems**
- **Space Systems**
Lockheed Martin’s Commitment to Small Business

- In GFY2016, awarded $4.2 billion total U.S. dollars to 10,000 small businesses

- Lockheed Martin actively seeks diverse suppliers
  - Bring agility & new perspectives
  - Provide innovative solutions to complex challenges
Qualities Prime Contractors Seek in new Suppliers...

- Past performance with federal customer
- Experience with Lockheed Martin or other Prime
- Experience in one of our industries
- Quality certifications
- Security clearances
- Cybersecurity readiness
- Socio-economic status
- Location
- Technology unique to their company, patented
- Differentiating factors
- Supplier of needed services
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)
Point of Entry/Do Your Homework

• Study our website and programs
• 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
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.
Steps to Marketing to Us

1. Study our website & programs: www.lockheedmartin.com
   – Determine if a match
   – Identify target businesses or programs
   – Review “What We Buy Directory”

2. Market to Lockheed Martin:
   a. Complete the marketing registration: www.lockheedmartin.com/suppliers
   b. Send request to: Supplier.communications@lmco.com
   c. Check out the Immediate Needs Bulletin Board
   d. Get added to the SBIR distribution list: sbir.fc-lmc@lmco.com
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?"
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