Lockheed Martin Supplier Diversity

Path to Small Business Partnership

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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

International

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 Business Areas

AERONAUTICS
- Tactical Fighters
- Tactical /Strategic Airlift
- Advanced Development
- Global Sustainment

MISSILES and FIRE CONTROL
- Air and Missile Defense
- Tactical Missiles
- Fire Control
- Combat Maneuver Systems

ROTARY AND MISSION SYSTEMS
Naval Combat Systems
- Radar and Surveillance Systems
- Aviation Systems
- Training and Logistics Solutions

SPACE SYSTEMS
- Surveillance and Navigation
- Global Communications
- Human Space Flight
- Strategic and Defensive 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

• Register in LM’s Marketing Portal:

• Supplier Wire:
  • http://www.lockheedmartin.com/us/suppliers.html

• For additional questions, email:
  supplier.communications@lmco.com
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](http://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](http://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
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