



THE TOP 5 PRICING STRATEGIES TO WIN GOVERNMENT CONTRACTS

GUEST SPEAKER:
MARSHA LINDQUIST, PRESIDENT, GRANITE LEADERSHIP
STRATEGIES, INC.

March 21, 2018

BEFORE WE BEGIN

Before we begin ... just a few notes:

- During the presentation lines will be muted so only presenters can be heard.
- While you are listening please also put your phone on mute
- Do NOT put your phone on hold – please hang up and call back
- If having trouble viewing the presentation – please close out and log in using a different browser
- If your slides are not moving please refresh or log out & then log back in
- If you have any questions during the presentation, please feel free to enter them into the discussion box on the bottom left of your screen





THE TOP 5 PRICING STRATEGIES TO WIN GOVERNMENT CONTRACTS

GUEST SPEAKER:
MARSHA LINDQUIST, PRESIDENT, GRANITE LEADERSHIP
STRATEGIES, INC.

March 21, 2018

ABOUT WIPP

- Founded in 2001, Women Impacting Public Policy (WIPP) is a national, nonpartisan organization advocating on behalf of women entrepreneurs
- We work to strengthen women business owners' impact on our nation's public policy, create economic opportunities and forge alliances with other business organizations
- Our collective voice, including 79 women's organizations, has a powerful influence on Capitol Hill and with the Administration



ABOUT GIVE ME 5

- National program from WIPP & American Express OPEN designed to educate women business owners on how to apply for and secure federal procurement opportunities.
- Give Me 5 works to increase the representation of Women Business Owners that win government contracts. We provide accessible business education tools to assist both new and experienced federal contractors.
- Women Business Owners could gain more than \$4 billion in annual revenues if the 5% contracting goal set by Congress was reached.





THE TOP 5 PRICING STRATEGIES TO WIN GOVERNMENT CONTRACTS

GUEST SPEAKER:
MARSHA LINDQUIST, PRESIDENT, GRANITE LEADERSHIP
STRATEGIES, INC.

March 21, 2018

GIVE ME 5: THE TOP 5 PRICING STRATEGIES TO WIN GOVERNMENT CONTRACTS



Marsha Lindquist
President
Granite Leadership Strategies, Inc.

THE TOP 5 PRICING STRATEGIES TO WIN GOVERNMENT CONTRACTS

What we will talk about today

- 1. Discover the most common pitfalls of pricing
- 2. Learn the top five pricing strategies most overlook
- 3. Find out what most organizations do to achieve a winning price



MOST COMMON PRICING PITFALLS

Pitfall	Recommendations
Lacking Customer Intelligence	<ul style="list-style-type: none">• Always get customer intelligence - capture plan & proposal strategy• Obtain or make GICE• Make price to win priority, not educated guess• Get more than gratuitous competitive info

MOST COMMON PRICING PITFALLS

Pitfall	Recommendations
No Pricing Strategy	<ul style="list-style-type: none">• Develop & evolve your pricing strategy - price = cost + strategy• Integrate & refine• Tackle risk• Consider your investments• Take on efficiencies, eliminate non-essential features

MOST COMMON PRICING PITFALLS

Pitfall	Recommendations
Subcontractors can mess up the price	<ul style="list-style-type: none">• Get competitive with subcontractors - make them bid• Then set targets• Establish schedule & stick to it• Minimize becoming prime hostage

MOST COMMON PRICING PITFALLS

Pitfall	Recommendations
Missing Cost/Technical Integration	<ul style="list-style-type: none">• Assign integration manager• Work schedule, technical and cost consistencies• What are your promises not priced?

MOST COMMON PRICING PITFALLS

Pitfall	Recommendations
Little Plan for Unusual Costs	<ul style="list-style-type: none">• Minimize/eliminate last minute changes - cut 10% across the board!• Discuss home office allocation and/or G&A changes in advance• Consider historical data to forecast when possible

POLL: WHAT IS THE TOP PRICING STRATEGY ACTION YOU NOW TAKE TO GET TO YOUR BID PRICE?

Choose one most used

1. Cut indirect rates
2. Make escalation as low as possible
3. Push our subs/suppliers to lower \$
4. Emphasize conservative labor rates
5. All of the above



TOP 5 PRICING STRATEGIES - IMPACT CORPORATE G&A



TOP 5 PRICING STRATEGIES - GRAYBEARDS & STAFF “GREENING”



TOP 5 PRICING STRATEGIES - REALIZE EFFICIENCY SAVINGS



TOP 5 PRICING STRATEGIES - TEAMMATES PRICING



TOP 5 PRICING STRATEGIES - YOUR INVESTMENTS



TOP 5 PRICING STRATEGIES - WHAT MOST ORGANIZATIONS DO TO ACHIEVE WINNING PRICE

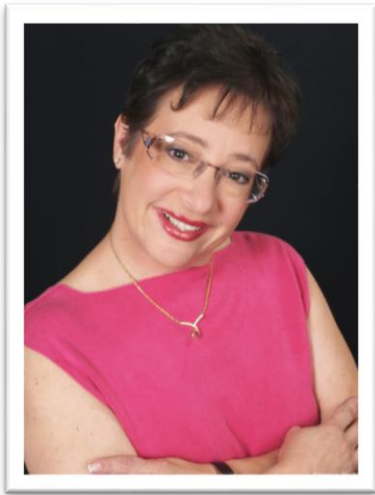


THE TOP 5 PRICING STRATEGIES TO WIN GOVERNMENT CONTRACTS

Takeaways

- 1. Top five pricing strategies
- 2. Most common pitfalls of pricing
- 3. What most organizations do to achieve a winning price

THANK YOU TO OUR SPEAKER



Marsha Lindquist
President
Granite Leadership Strategies, Inc.

THANK YOU FOR PARTICIPATING!

Following this call you will receive links to the podcast of this session.

For questions, please contact Lin Stuart at Lstuart@wipp.org



GET INVOLVED!

- Learn how policy can impact your business growth
- Join countless other women entrepreneurs making their voices heard at the public policy table
- Get educated! WIPP offers unlimited opportunities for you and your staff
- Receive weekly/monthly policy updates and briefings
- Network with other highly successful women entrepreneurs



QUESTIONS?



1-888-488-WIPP

WWW.WIPP.ORG

Contact Lin Stuart: LStuart@wipp.org
(415) 434-4314

