



**Defense Information Systems Agency**

Department of Defense

**SELLING TO DISA:  
THE SMALL BUSINESS “BUCKET LIST”**

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**Rodney DeaVault  
SMALL BUSINESS SPECIALIST  
MAY 6, 2008**



# AGENDA

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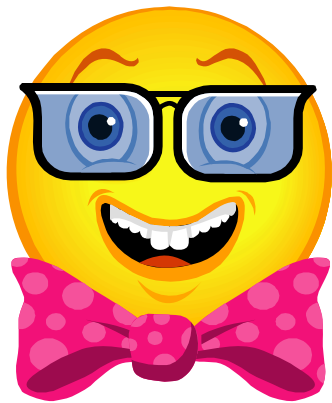
- 1. Definition**
- 2. Performance Objectives**
- 3. Doggie – Bag**



# THE “BUCKET LIST”

## Definition:

A list of items YOU need to perform before your marketing efforts “DIE” and your ability to obtain business opportunities through DISA “Kicks the Bucket” !

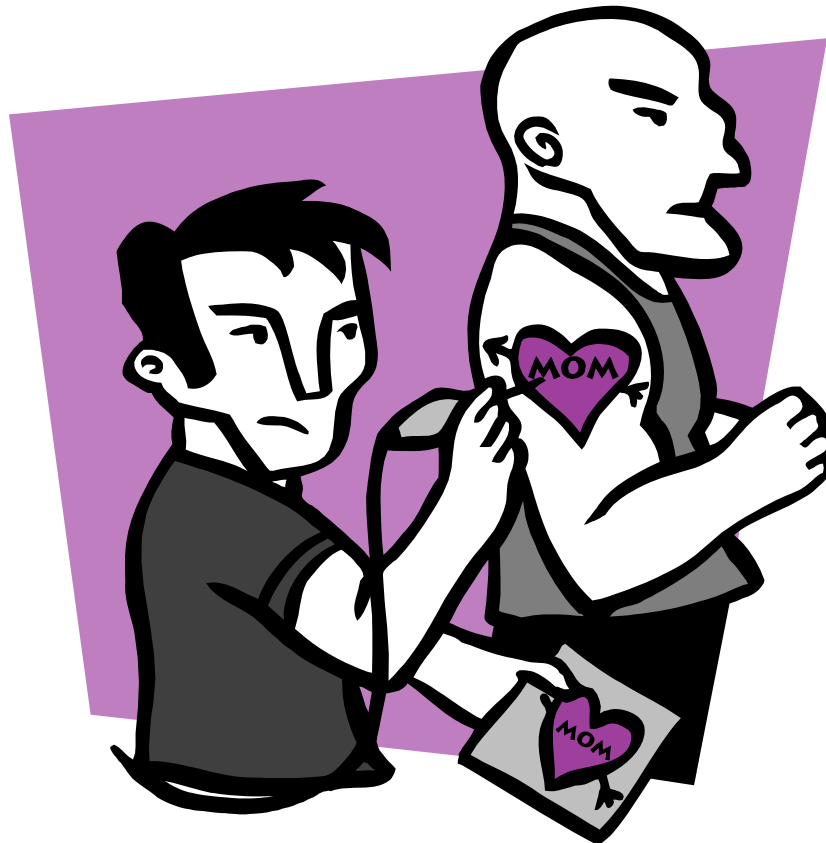


**ED COLE**  
( JACK NICHOLSON )



**CARTER CHAMBERS**  
( MORGAN FREEMAN )

**ITEM 1**  
**KNOW YOUR POTENTIAL CUSTOMER**





# KNOW YOUR POTENTIAL CUSTOMER

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- **Who are customers of DISA/DITCO ?**

- Internal
- External

- **What does DISA/DITCO buy for its customers ?**

- Services
- Products

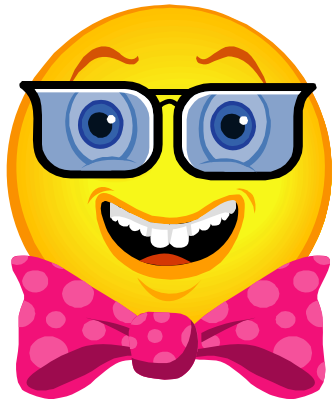
- **Where is the Money ?**

- FPDS-NG
- NAICS Codes



## ITEM 2

### GET IN THE “GOOD HANDS” OF THE DISA ADVOCATES



ED



CARTER

# **DISA**

## **GET IN THE GOOD HANDS OF THE DISA ADVOCATES**

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- **You have the Ultimate Insiders !**
  - **Team DISA Players – decision makers**
  - **DISA Cultural nuances/procedures**



**Ms. Sharon Jones**

- **You have Champions !**
  - **For introductions/appointments**
  - **Help bring your meat to market**



**Mr. Rodney DeaVault**

# DISA

## GET IN THE GOOD HANDS OF THE DISA ADVOCATES

- You have “Jump Coordinators” !
  - On target Subcontract Landings
  - Smoother Joint Venture Jumps



**TEAM DISA**



**ITEM 3**  
**KNOW HOW YOUR COMPETITORS HUNT**  
**SUCCESSFULLY**





# KNOW HOW YOUR COMPETITORS HUNT SUCCESSFULLY

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## THE MORE ARROWS YOU HAVE

- Basic Ordering Agreements
- Blanket Purchasing Agreements
- Purchase Card Purchases
- ID/IQ Contracts
- GSA Schedules

## THE MORE CHANCES FOR “BULLSEYES”



**ITEM 4**  
**KNOW HOW TO INCREASE YOUR**  
**BUSINESS OPPORTUNITIES**



- **BE A “FIRST” RESPONDER !**



- **BE AWARE TWO OR THREE HEADS CAN BE BETTER THAN ONE !**



## KNOW HOW TO INCREASE YOUR BUSINESS OPPORTUNITIES

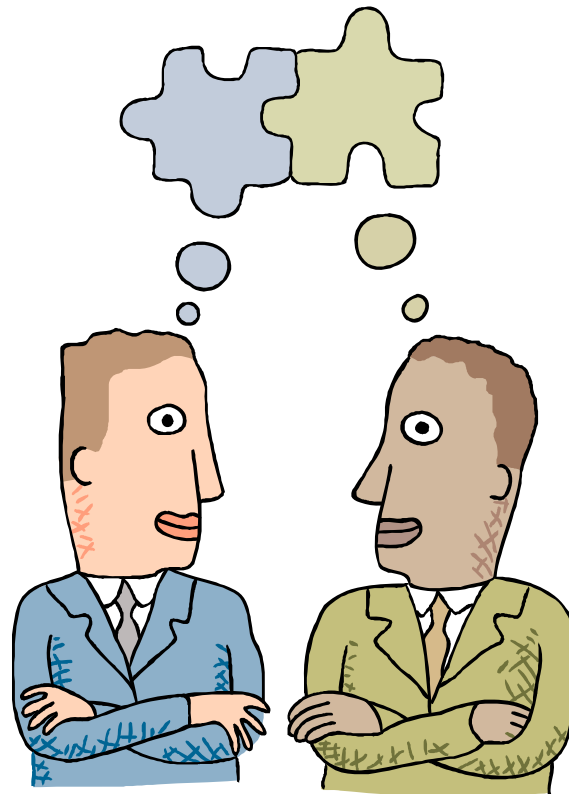
- BE ABLE TO CONTACT LOCALLY TO CONTRACT GLOBALLY



- BE WILLING AND ABLE TO JOIN THE CIRCUIT



**ITEM 5**  
**KNOW WHAT YOU NEED TO GET THE AWARD**

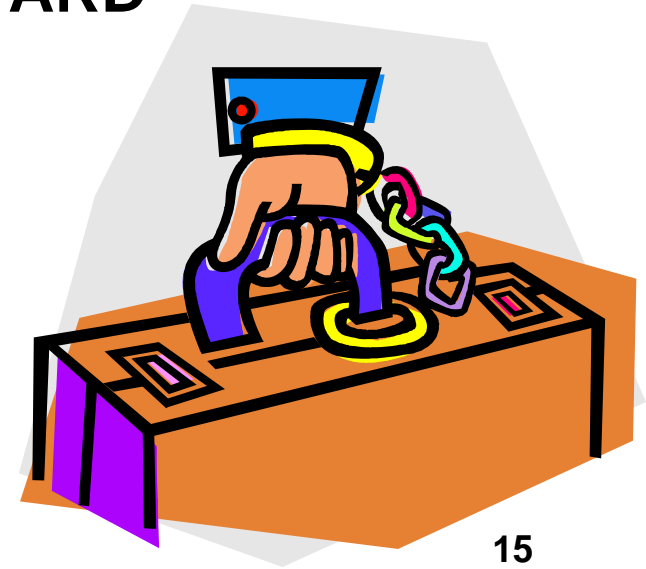




## KNOW WHAT YOU NEED TO GET THE AWARD

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- **BE REGISTERED**
- **BE CERTIFIED**
- **BE PERFECTLY CLEAR BEFORE AWARD**
  - FACILITY SECURITY CLEARANCE
  - PERSONNEL SECURITY CLEARANCE





## KNOW WHAT YOU NEED TO GET THE AWARD

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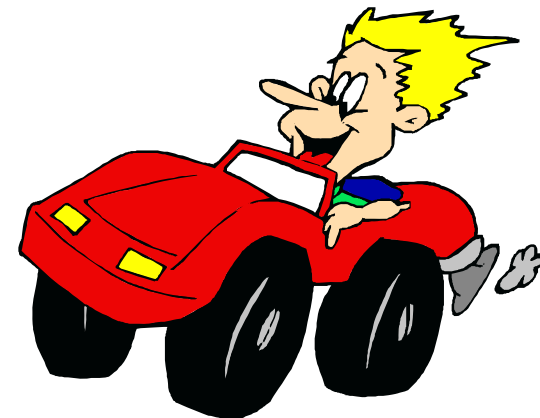
- **HAVE YOUR “BOS” IN YOUR CORNER !**

- Business Opportunity Specialist



- **HAVE YOUR “LICENSE TO RACE”**

- GSA Schedule holder or access
  - GWAC Member
  - Subcontractor credentials



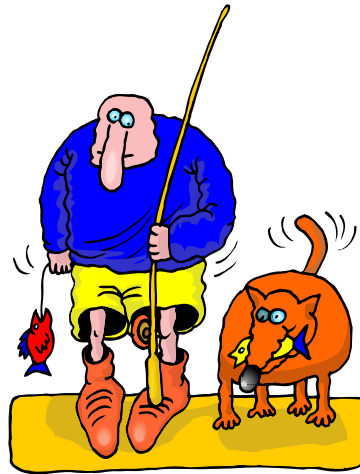


**ITEM 6**  
**KNOW WHEN TO TELL WHICH**  
**“FISH STORY”**



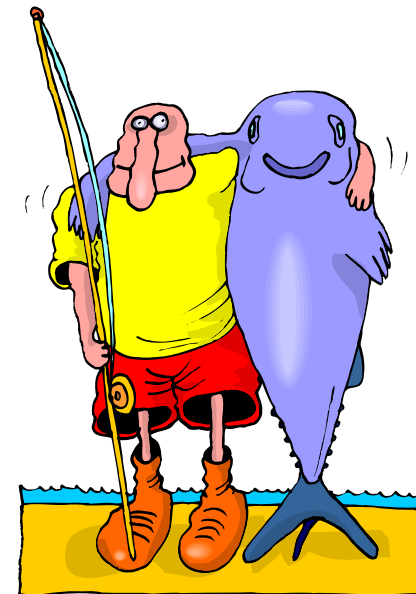
- **THE MINNOW**

- Elevator
- Conferences



- **THE CATFISH**

- Office one –on- ones
- One page capability sheet
- Email



- **THE WHALE TALE !**

- Full Capability Briefings to Team DISA
- Technical Briefings to PM’s/Engineers
- Non-technical Briefings to KO’s, “Good Hands People”



**ITEM 7**  
**POSTPONE YOUR “EULOGY”**



## POSTPONE YOUR EULOGY

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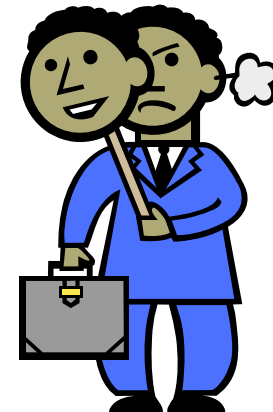
- LET YOUR PAST REPRESENT YOUR FUTURE !



- LET THE MOLE-HILL YOU PROMISED BE A MOUNTAIN ON DELIVERY !



- LET YOUR PROFILE SHOW YOUR BEST FACE !



- No “Same Old – Same Old” !



- Stand out from the crowd !

- Have a “Wow” factor !



- ABC Acquisition Philosophy
- Lean Six Sigma
- Procurements
- Conferences
- Debriefings – Ask For Them – Learn From Them !
- FPDS-NG <https://fpds.gov/>





[www.disa.mil](http://www.disa.mil)

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