

Marketing to the

MISSILE DEFENSE AGENCY

Consider these tips for marketing your product, service, or technology to MDA:
Start by "Doing Your HOMEWORK!"

- Know what MDA does (Mission, Vision, and Goals).
- Know what our large prime contractors do for MDA and what they buy.
 - No "one size fits all" - tailor your approach by, Targeting your market within the Agency and our prime contractors.

Tell us specifically where you fit (Ballistic Missile Defense System program, MDA functional area, prime's business unit).

After doing your homework, meet with the MDA Office of Small Business Programs (OSBP).

Differentiators count,

- Define your core strength (what you do best, what you are known for in the marketplace).
- Show your unique value (why you are special, reliable and more effective than current process).

Respond to sources sought posted on FedBizOpps, direct and indirect request from MDA.

Monitor FedBizOpps for Industry day announcements and other solicitations from MDA.

Upload you profile on our website at www.mdasmallbusiness.com.

Translate relevancy of your Past Performance-don't expect your prospective customer to do it.

Don't discount subcontracting opportunities- it can get you in the front door.

- Attend conferences to hear MDA briefings, network, and meet 1-on-1 with prime contractors to tell them about your capabilities and how you can help them.
- Bring business ready solutions to the primes before the final RFP is posted.

Remember, nothing sells like great performance!

Approved for Public Release 09-MDA- 5013 (09 Nov 09)