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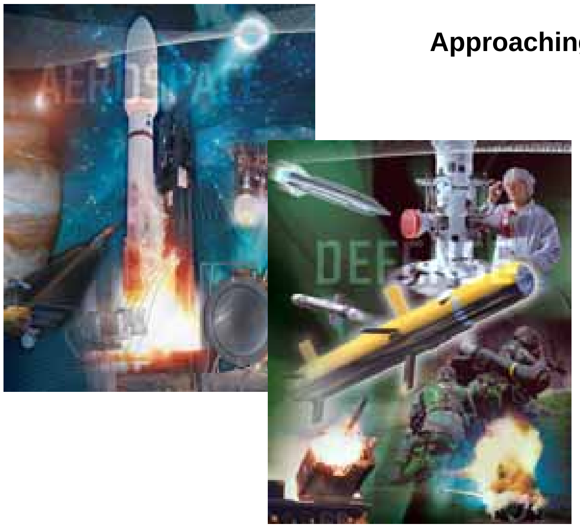
First Contact

A GenCorp Company

Approaching the Large Corporation for Opportunities



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What We'll Cover

- Know your company
- Research the large corporation
- Your approach
- Things to do and not to do
- What happens next

Know Your Company

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- Prepare your credentials
- Core competencies, product or service (1-3)
- Recognize that you do not do everything. Identify your niche market
- Size: employees, sales
- Years in business, Financial stability
- Socio-economic status (Federal, state, municipality)
- NAICS code
- Quality system
- Other customers/contracts
- Special recognition
- Differentiation

Know the Large Corporation

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- What does the large corporation want in a supplier?
- World class suppliers
- 100% mission success
- Value added
- Solutions
- Reasonable cost
- Responsive, responsible, innovative, creative, flexible
- Commitment to quality
- Ability to work as part of the team
- Suppliers who are prepared to invest, financially and long term
- Relationship

Know the Large Corporation

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- Get specific—get personal
- If you were negotiating with me, you'd get all the facts
- Use different approaches for each company
- Think resume or job interview—tailor the information
- Research the large corporation
- Visit website
- What do they do?
- Who are their customers?
- To whom should you speak?
- To whom should you send your information?
- How to transmit your information

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Your Approach

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- Prepare a carefully planned approach
- Get attention
- First impression is everything
- You have only minutes—if that
- What do you do and how does it relate to the large corporation?
- Show me how your product/service meets my needs, solves my problem(s) and adds value
- Help us understand quickly where you fit in. What's your specialty? Why should we work with you?
- Work through the SBLO or other designated point of contact
- Think about the reporter's questions (Who, What, When, Where)

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Your Approach

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- CONTACT!
- How to make the initial contact—phone, email, mail
- Have a succinct, refined presentation of your capabilities.
- One-page summary/overview
- Phone etiquette
- Email rules, summary/overview, links to web pages
- “Let’s have a meeting”
- Prompt, prepared, positive, personable, patient, persistent
- Ask questions
- Follow-up

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Do’s and Don’ts

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- Do share meaningful product & technical information
- Don’t overwhelm with technical jargon
- Do remember who you are talking to

- Avoid misspellings & use good grammar
- Create a good first impression
- Get names correct—or this will be perceived as a canned inquiry
- Don’t demonstrate poor quality

- Do get your facts correct
- Don’t make unsubstantiated claims or meaningless promises

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Do's and Don'ts

- Don't share wrong assumptions—about my business, industry, priorities
- Don't tell me the FAR requirements

- Practice good phone etiquette—don't overwhelm or talk too fast
- Do leave clear messages—remember the listener takes notes
- Do tell your location, time zone and area codes

- Establish your goals; but, manage your expectations
- Don't let your expectations rule
- Be patient
- Listen—use the 50/50 rule

What's Next?

- Differs by corporation
- Aerojet forwards your info to buyers, users, managers for review
- Impact of the volume of inquiries
- The RFQ
- Read and re-read, review reference documents.
- Provide appropriate certifications
- Terms & conditions, clauses and flowdowns
- Quality requirements
- Don't assume
- Consolidate questions and get answers to all questions
- Present a responsive proposal

Final Thoughts

- Remember who you are and why your are approaching the large corporation
- You are here to provide goods and services
- We need to understand why we should work with you
- Use common sense