

Teaming 101: Growing Business through Partnerships

Presented by...

- Wisconsin Procurement
- KPH Construction
- ECBI
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The logo for the Small Business Administration (SBA) is displayed in a large, bold, black serif font. The letters 'S', 'B', and 'A' are solid black. The letter 'A' is partially filled with a bright blue color, which is also the color of the background's geometric patterns. The background consists of several overlapping, semi-transparent blue shapes that create a dynamic, abstract design.

Informal Partnerships

Formal Partnerships

- Teaming Agreements
- Joint Venture Agreements
- Mentor Protégé Relationships

Informal Partnerships

- Typically no written agreements prior to contract award
- Ongoing competition for role on a contract is possible
- No guaranteed position on team until final contract – your role could be filled by a substitute

Formal Partnerships - Teaming Agreements

- Valid for single opportunity
- Provide best and final estimate to prime and are confirmed for role on contract if team is selected.
- No or limited post selection negotiations for scope and cost
- No contractor substitution following award

Formal Partnership – Joint Venture Agreements

- Creates a new legal entity
- Assigns leadership and responsibility
- Also assigns risk and profit distribution
- Can have direct hire staff or use subcontracts or other staffing mechanisms to use staff from joint venture firms
- Is like a marriage – JV with a firm you can “live” with, never someone you can only tolerate on occasion.

Formal Partnership – Mentor Protégé Relationships

- Provides education, resources, leadership and past performance qualifications to Protégé firm
- Provides staff/manpower and specialty services to mentor firm
- Recognized by some Federal agencies providing additional benefits for getting selected for contracts

What to look for in a Partner

- ✓ Experience
- ✓ Leadership
- ✓ Capability/Staff
- ✓ Commitment
- ✓ Relationships with customers
- ✓ Relationships with teaming partners
- ✓ Reputation
- ✓ Cost competitiveness
- ✓ Small business program status – Federal, DBE...
- ✓ Culture

“Cultural” considerations in a teaming partner

- Committed to partnership
- Shares information, resources, compensation
- Desire for Win – Win – Win outcome
- Similar or compatible “Organization Mentality/ Culture”
- Has qualities you appreciate

Screening Potential Partners

- Review of Qualifications
- Formal and Informal Reference Evaluation
- Minimize Risks

Where to look for a Partners

- ✓ Pre-bid meetings
- ✓ Bidder list/interested vendor lists
- ✓ Past project awardees
- ✓ US SBA office recommendations – small business programs
- ✓ PTACS
- ✓ Organizations
 - That your clients participate in
 - That your competitors participate in
- ✓ Book of Lists
- ✓ Google/Internet Search

Networking Strategies

- Introduce yourself and your organization
- Differentiate yourself from your competitors
- Indicate the relationships you bring
- Practice your 30-second introduction and two-minute elevator speech

Networking Strategies

- Make sure your business card tells what you do
- Have a complete and targeted CAPABILITIES STATEMENT
- Use words or NAICS – but be clear
- Use Linked-in or other electronic access methods
- Do what you can to improve your visibility – be noticed and be remembered (for good things of course)
- Be strategic

Networking Strategies

- Being a participant is good
- Being a leader is better – you will be recognized as an expert
- Select the organizations that will provide most benefit to you – for technical and business development.
- Do not over commit

Networking Strategies

- Meet with potential teaming partners
- Use relationships to request referrals within a potential partner firm or with other firms
- Follow-up with a “thank you” message after getting a meeting or a referral
- Keep in touch – Newsletters, Firm Updates, Greetings

Networking Strategies

- Prepare early – know about upcoming opportunities
- Learn the players for the customer and consultants
- Work to develop long term relationships for multiple opportunities – be the preferred partner

✓ When possible, partner with as many firms as possible

✓ Do not be exclusive to a single firm if it can be avoided

Thank You & Get Teaming!



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