



# Defense Threat Reduction Agency (DTRA) Virtual Industry Day



**Office of Small Business Programs  
OUSD (A&S) Industrial Policy**



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# Importance of Small Business

*“ Not only are America’s nearly 30 million small businesses the engine of our economy, they also provide critical goods, services, and technologies which actively contribute to the health of the manufacturing and defense industrial base. ”*

**Dr. Mark T. Esper**  
Secretary of Defense





# Defense Small Business Webinar Series



- The Defense Small Business Webinar Series launched in April to help small businesses in the defense industrial base remain responsive during COVID-19 and beyond.
- This virtual tool has helped deliver critical information and resources to thousands of participants.



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# Tips for Winning Contracts

## Do Your Homework

- Arm yourself with information and facts.

## Follow the Money

- Understand target customer's spending priorities.

## Find Your Niche

- Target potential customers that buy what you sell – don't market to everyone.

## Meet with Small Business Professionals

- Help identify prime contracting and subcontracting opportunities.

## Avoid Canned Presentations

- Do not promote generic capabilities.

## Be Specific

- Match your specific capability to a specific requirement and a specific customer.

## Demonstrate Utility

- Explain how your service or product has a positive impact on a project's cost, schedule and performance.

## Identify Differentiators

- What makes you unique and better than the competition?

## Be Patient

- On average, it takes 18–24 months to award a federal government contract.



## Contact Information

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