

SPECIFIC PRODUCT BRIEFING SUGGESTIONS

(8/6/15)

Specific requirement briefings are a key element in satisfying the Government's Market Research goals - acquiring the best products/services for the warfighter, at the best value for the taxpayer.

Slide Title	Slide Content
Capabilities Briefing	Company name General product/service Company tag line Company address, phone/email/website
Table of Contents	Top level
Company Overview	<u>Brief</u> overview description in bullet list form
What We Do	Expanding on Company Overview providing enough information to show why the audience should be interested, but not so much that they phase-out. (Remember your audience is mostly interested in what you can do for them, and that comes later.)
Who (<i>company name</i>) Works For	Brief bullet list to indicate level experience in your business segment
Why (<i>company Name</i>)?	Brief bullets on why the audience should care about your company - longevity - depth of experience - what makes your company unique that will cut through the noise of what other companies are saying about themselves
How (<i>company name</i>) Can Assist the Mission	Specific advantages of using your company to provide the product/service that's you're briefing to. Don't be shy - this is your chance to gain name recognition with the customer - unique solution that exceeds requirements - why you company would be a very low-risk choice - why your company and your solution would be a cost-effective choice over the lifetime of the product/service being delivered - state why your solution stands out from the competition
(<i>company name</i>) Contract Vehicles	- List current contract vehicles your company has access to that the customer might be able to utilize - List other current contracts to suggest success and experience
Questions?	Include pertinent company points of contact (name, phone, mobile, email)

Remember:

- A specific requirement briefing is a great opportunity to discuss what the customer needs and explore solutions, so do your homework ahead of time to enhance a knowledgeable two-way conversation.
- The customer has a limited amount of time to attend your briefing, so make it succinct to the requirement. If intrigued, the customer will become engaged in the conversation and ask questions.
- Meaningful post-briefing conversation is the goal.