



Aerospace and Defence Contracting:

*Advice, Suggestions and Tips for Maximizing
Your Opportunities*

North Bay, Ontario
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Disclaimer

This is not the business school approach.

My comments reflect my experience.

My suggestions are not necessarily right for you.

Every situation is unique – you have to forge your own approach.

Allies

Federal/National

- *FedNor – your federal RDA*
- *Trade Development (e.g. GAC – TCS)*
- *Industry/Business Sectoral Development (e.g. ISED, NRC, DRDC, PWGSC – OSME and BCIP)*
- *Business Assistance (e.g. CCC, EDC, BDC)*

Provincial/Regional/Municipal

- *Investment Attraction/Business Assistance*
- *Northern Development & Mines, NOHFC*
- *ONEDC, Municipal (e.g. INBDC)*

Allies Encore

“Third Party Assistance”

- *Academia* – Universities and Colleges
- *Innovation* – 14 R&D and Innovation Centres in Northern Ontario
- *CAF Reserve Units*

Associations

- *National* – e.g. *CADSI, AIAC*
- *Provincial* – e.g. *OAC*

Consultants

- *ISO, CGRP, Social Media, Technical...but*

Website (Content)

Suggestions:

- *Current, evergreen*
- *Simple – “3 click and out”*
- *Quality – typos and content*
- *Certifications, contact detail*
- *Analytics*
- *Re-cycle, re-purpose*
- *Cyber*

QUALITY, COST & BEST VALUE

Social Media

The Road to Madness

- *Facebook*
- *Twitter – Twitter², pre-package, empower on site rep*
- *LinkedIn - Updates, notifications, groups, followers, show lead in, business intel*

NO SELFIES!

The “Elevator Pitch”

An elevator pitch is a short (*15-30 second, approximately 150 words*) **sound bite.**

- *Introduce yourself and your company;*
- *Highlight your value proposition;*
- *It must be delivered naturally; and*
- *Key tool for business networking.*

Make a lasting first impression!

[Pitch Principles](#)

Presentations - General Guidelines

Props are tools, not the content – *you must articulate the content and the presentation.*

Leave the audience wanting more – *the hook to the follow on meeting.*

Use humour, cultural, or local references with caution – *not everyone will understand and you could waste valuable time explaining the reference.*

Targets receive many presentations, in a very short time. – Be the one they remember!

Techniques

Presentations -The Deck

Ideal font size - *30 point.*

Minimize slide count - *three key points per slide.*

Use attractive background (*e.g. photos*) - *this provides an opening to offer additional comment.*

Does embedded content work? (*e.g. audio files, video clips*)

Does venue's IT support your presentation?

[Template](#)

Presentations – 5 Minutes of Fame

Quality - *Short, focused, and well-rehearsed.*

Audience centered – *what they need to know about you.*

Identify your core message – *first 30 seconds.*

Time Imperative - *“five minutes of fame”.*

- *Prepare a basic presentation you can deliver comfortably in five minutes...
but*
- *Design the presentation to be easily scalable in 5 minute increments, to a maximum of 20 minutes, should additional time be available to you.*

Never exceed the time you have been allotted.

Your message must be crystal clear.

Conclusion

To succeed, consider the following:

- *Manage your expectations;*
- *Make an informed decision, and a firm commitment;*
- *Get help, marketing preparation is a surge activity;*
- *Fully exploit every tool and opportunity;*
- *Resources, particularly time, are the critical point of failure;*
- *Prepare for disaster; and*

Never stop networking!

Contact Information

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Elevator Pitch Principles

The pitch must be audience centered – *what would you want to know?*

Identify your core message - *use it consistently.*

Engage the audience wherever possible.

Communicate in a compelling manner – *show your passion for what you do.*

You want the audience to remember you!

Presentations - Useful Techniques

Anecdotes can be very powerful, memorable and compelling *e.g. "In June, we did the impossible when.."*

Testimonials can be equally powerful *e.g. "Our key client says"*

Reference awards or recognitions – *use a picture*

Position your company in the marketplace citing your competitive advantages – *have the data, if required*

Display market knowledge - *show the target that you have done your homework*

Profile technical prowess - *identify standards and certifications.*

The Deck – A Model Template

Minimize slide count - *include the following 5 key slides:*

- *Slide 1 – company information (length of time in business, number of employees etc.) possibly against a backdrop picture of your facility, or key product;*
- *Slide 2 – company products and services;*
- *Slide 3 – detail standards and certifications that the company may have;*
- *Slide 4 - current business relationships – your most important clients or programs/platforms – those that target companies would likely recognize; and*
- *Slide 5 – identify specific areas of interest/linkage with the target company.*