

Partnering with CACI



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CACI
EVER VIGILANT

Marketing to CACI

- **Research CACI ...understand what our focus is and what kind of work we do and/are pursuing (see www.caci.com)**
- **Contact our SB Business Advocacy Office – we are your connection to BD, Capture teams and our GWAC Center**
- **Register in our Small Business database. Go to www.caci.com/Partners**
- **Be sure to include NAICS codes, technical expertise and federal agency experience**
- **Forward a brief statement of capabilities to me at: npeters@caci.com**

What to AVOID when approaching CACI or any Large Prime

- **AVOID** asking us “So what do you do?” Research CACI prior to meeting.
- **AVOID** stating your socio-economic status first. We want to hear about your capabilities; what do you bring to the table as a key contributor.
- **AVOID** saying that your company can do everything! Focus on your niche and what you do well. What are your discriminators?
- **AVOID** asking us “so what can you do for me?” Partnership value should be mutual.

What CACI Looks for in a Small Business Partner

- **Customer Intimacy!**
- **Ability to market aggressively...know what you bring and market to both prime and federal agency**
- **Ability to shape or influence**
- **Demonstrated past performance**
- **Complementary skills**
- **Niche capabilities/technologies**
- **Competitive Pricing**
- **Financial Stability**

Keys to Teaming

- **Understand the opportunity and clearly articulate your value**
- **Team early as possible... once the RFP hits the street it is too late to the game!**
- **Make sure a non-disclosure agreement (NDA) is in place before negotiations**
- **A Teaming Agreement (TA) is required to join the team**
- **Subcontracting occurs after award**

Why We Need Each Other

- **The Small Business Advantage**
 - Strong customer relationships
 - Agencies need to hit Small Business targets
 - Large primes need to hit Small Business goals
 - Small businesses can bring innovative technology
- **Small Businesses can reduce their perceived riskiness by subbing to a Large Business**
- **Subbing to a LB is the quickest way to accumulate past performance with federal agencies!**
- **In a true partnership both parties benefit**

How to Get Started With CACI

- **Target an agency, preferably one where you have knowledge/experience and CACI has presence**
- **Target an opportunity in that agency; identify the prime supporting it**
- **Contact the agency small business office; contact the prime small business office (register on the CACI's website)**
- **Understand the opportunity and clearly articulate your value; we are very opportunity driven**
- **Initiate potential teaming discussion as early as possible; once the RFP hits, it is too late!**

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