

SOLUTIONS FOR A HIGHLY COMPETITIVE WORLD



START EARLY

ADHERE TO A PROVEN PROCESS

PRESENT A UNIFIED MESSAGE

SELL THE TEAM



SEAL THE DEAL

ORAL PRESENTATIONS

Present A Unified And Passionate Message...

Oral presentations are a win critical deliverable that continue to become increasingly important to proposal evaluations and often replace proposal volumes or written proposals altogether. Evaluators are looking for the team that presents a unified message exuding team chemistry, competence and commitment, reinforcing the buyer's perception of the team's ability to deliver. Our SM&A® ORAL PRESENTATIONS solution integrates win strategy, visuals, chart and multimedia development with orals coaching, using the same systematic approach as SM&A® COMPETITION MANAGEMENT. We help clients sell their team as the best value solution.

Presentation Strategy

As with any written proposal, successful presentation win strategies require early commitment and an in-depth analysis of the opportunity being pursued. If the oral presentation is developed in conjunction with

a written proposal, the proposal win themes must flow down to the oral presentation. In a standalone setting, a win strategy will be developed, identifying the actions the team must take to secure the win. All win themes and messages are decomposed and supported with quantitative data that validates their claims.



VISUALS/CHART/MULTIMEDIA DEVELOPMENT

Visuals, charts and multimedia are developed in the same manner as SM&A proposals using a structured, strategy-based process. Subject matter experts first define requirements for their sections in a ModSpec and work with the oral presentation team to develop a StoryMap. Expanding this with draft art and bulletized text creates a full prototype. Draft charts are tailored following Pink Team (independent review) comments and orals coaching suggestions. By Red Team (independent review) the visuals, charts and multimedia are mature and await management buy-off before going into final production.



PRESENTATION ASSESSMENT	1:1 COACHING ASSESSMENT > TAILORING > PRACTICE	SMALL GROUP PRACTICE	DRY RUNS	DRESS REHEARSAL	FLIP THROUGH
<ul style="list-style-type: none"> Orals requirements Team status Presentation strategy 	<ul style="list-style-type: none"> One-on-One assessment to focus on baseline style and staging ability Tailor to presenter's style and comfort One-on-One practice to work on content style and staging 	<ul style="list-style-type: none"> Merge individual presentation into small groups Practice Q&A, problem solving, demos 	<ul style="list-style-type: none"> Mirror conditions of actual briefing Refine presentation for content, style, staging Practice Q&A, problem solving, demos 	<ul style="list-style-type: none"> Formal practice session 	<ul style="list-style-type: none"> Informal review of presentation with a focus on purpose, win themes, key messages

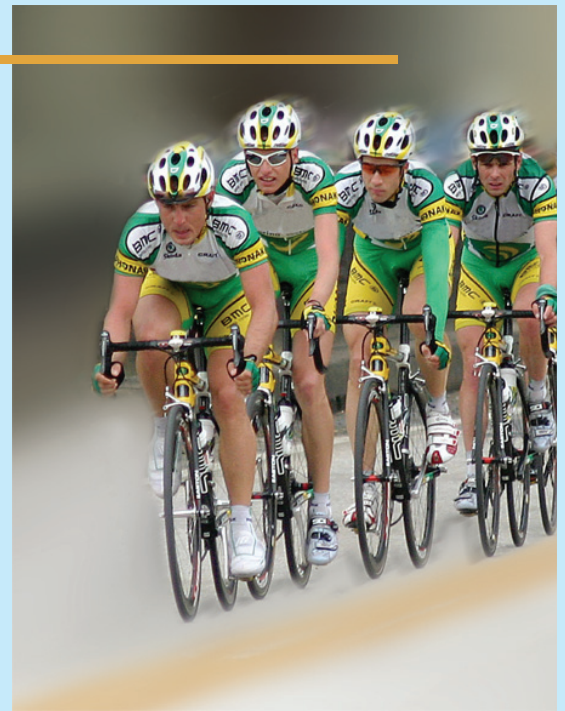
ORALS COACHING

Even the most seasoned presenters need practice. Lack of practice leads to disconnected messages in one's own presentation and also between the presenters in the group. Orals coaches work with individual presenters to focus first on content, style and staging, then later incorporate each individual presentation into the team presentation. Team sessions involve presentation and message continuity, as well as sample problem solving scenarios. SM&A® ORALS COACHING follows a systematic process, using incremental development to build quality into the presentation, resulting in a unified team message that sells a passionate and confident team.

SM&A has supported over 150 oral presentations over 25 years helping clients secure major program wins, keep programs sold (post-award) and pass major milestones (post-award). The following is a representative list of recent successes: DHS US Visitor and Immigrant Status Indicator Technology (US-VISIT) • Texas HHSC Integrated Eligibility and Enrollment Services • USN Mobile User Objective System (MUOS) • Nevada Unified Tax System • USPS Intelligent Mail Data Acquisition System (IMDAS) • Nevada Unified Tax System

...To Seal The Deal





SEAL THE DEAL

ORAL PRESENTATIONS

SM&A IS THE WORLD'S FOREMOST MANAGEMENT CONSULTING FIRM PROVIDING LEADERSHIP AND MENTORING SOLUTIONS TO PLAN FOR BUSINESS CAPTURE, WIN COMPETITIVE PROCUREMENTS AND PROFITABLY PERFORM ON THE PROJECTS AND PROGRAMS WON. OUR PROVEN PROCESSES, PEOPLE AND TOOLS HAVE DELIVERED SIGNIFICANT TOP-LINE AND BOTTOM-LINE GROWTH ACROSS MARKETS, PRODUCTS AND SERVICES. FROM THE LARGEST AEROSPACE AND DEFENSE CONTRACTORS, THROUGH THE MAJOR SOFTWARE PROVIDERS, TO HEALTHCARE AND FINANCIAL/AUDIT SERVICE PROVIDERS, SM&A IS THE PARTNER MANY COMPANIES TURN TO WHEN THEY MUST WIN.

FOR MORE ON OUR CONSULTING AND ASSESSMENT SERVICES VISIT WWW.SMAWINS.COM

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When You Must Win

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