FIRST STEPS WITH THE DEFENCE INDUSTRY

A guide for potential suppliers

October 9, 2019
Questions to ask yourself

• Why do you want to work with the defence sector?
• Why do you want to work with this company?
• Why do you think you can work with them?
• What message do you want to give them?
• What do you want them to know about you?
• What sets you apart?
Preparation

- Who are you meeting with and where are their offices?
- What products and services do they offer?
- Are they part of a larger family of companies?
- Have they announced interest in specific procurements?
- What are they looking for?
Information to help you prepare

• Strong, Secure and Engaged
• Defence Capabilities Blueprint
• Key Industrial Capabilities
• buyandsell.gc.ca
• Defence industry events and networks
• FedDev Ontario and MEDJCT
Questions you will be asked

• How big is your company?
• What will your company look like in five years time?
• Do you have a quality control process and can you explain it?
• Do you have an inventory tracking system?
• What certifications do you have?
• Have you registered on our supplier portal?
• What is your Canadian content value?
More questions

• Do you know who your competitors are?
  • Do you know what makes you different from your competitors?

• Have you ever done work on a defence project before?

• Do you have a general understanding of offsets/ITBs and the value proposition?

• Do you understand that defence procurement is a long and highly competitive process?
Things not to say

• “The ITB policy says you have to work with me”
• “Tell me how I can work with you”
• “You name it, we do everything”
• “If you work with me you can get a big multiplier”
• “I’d rather not fill out a form about my business, I just need five minutes of your time”
Objectives for a first meeting

- Establishing a point of contact
- Making yourself stand out
- Getting a second meeting
The first meeting

• Key messages
  • In the first 30 seconds
    • Your name
    • Your company’s name
    • What do you well
  • Over the next 15 minutes
    • Set out your specific value proposition
    • Explain what sets you apart from other suppliers
    • how
After the meeting

• Follow up
• Keep in touch – but not too much
• Stay in touch with FedDev Ontario / MEDJCT
• Be patient
Contact details

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