

# FIRST STEPS WITH THE DEFENCE INDUSTRY

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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](http://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

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