



The Initial Business Review

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1.0 General Overview

As a new client for The Breen Consulting Group, your company has taken the first step to a successful government program, by retaining our firm to conduct the Initial Business Review (IBR). During The Initial Business Review we begin the process to work with your company to develop a viable government sales program that meets the needs of your company, while meeting government requirements. We highly recommend that the Initial Business Review be conducted at your facilities so that during the meeting, you have ready access to information, data, and pricing on the products and services you offer. We find this to be a crucial element to moving forward quickly, as missing information can delay the process by several weeks.

The Initial Business Review was developed by our company as a formal method of extracting information from new clients, in order to quickly and effectively:

1. Gain a complete understanding of our client's business operations, commercial sales practices.
2. Meet with client management personnel to develop strategy for government contracts, methodology, profit requirements, and operating methodologies.
3. Develop a communications standard of contacts within the client organization for specific areas during the development process.
4. Extract information needed to develop GSA / VA Multiple Awards Contract offering.
5. Discuss contract award process, timelines, expectations, and requirements.

2.0 Personnel Attending The Meeting

At the Initial business Review, at minimum, we like the Senior Staff to attend (at least the first 45 minutes), as well as any staff that will be assigned to this project. Senior management should have a good idea as to the process, assist in strategy discussions, be aware of information discussed, and be participative in the entire process. The IBR will typically last between two and four hours, depending on the thoroughness of the information required, the difficulty of the offering, and the questions posed at the meeting.

3.0 Meeting Agenda

An agenda of the meeting has been attached to this document. Please review prior to the meeting

4.0 The Process

As presented in our original presentation, our average time from Presentation to Contract award is normally 65-75 days depending on scheduling, information received, and timing. Following the Initial Business Review, we will return to our offices and develop a draft offering for your company. During the Initial Business Review, we will schedule the Draft Review, typically within 5 – 7 day. During the Draft Offering Review, we will go over the entire offering we have

prepared on your behalf, review pertinent contract clauses, and make our team available for questions/counsel on several issues.

Once we have completed the draft offering review, we will schedule a date to present your offer to the GSA. While presentation is not required, we find that presenting an offer speeds up award time. As such, when completed your offer will be formally presented to the GSA within days of completion. After the offer is presented, there is typically several weeks of review, clarifications, and discussions prior to the GSA making a determination that the offer as presented represents a value to the government. Once such a determination has been made, the government will make an appointment with us for final negotiations of your contract. During final negotiations, they will review certain aspects of the contract, and try to negotiate better terms. As your advocate, The Breen Consulting Group negotiates the contract on your behalf to award.

Once the final negotiations have taken place and the Final Proposal Revisions submitted, the entire package then goes to a management review within the GSA /VA to ensure all is correct. We find this review takes 1-2 weeks depending on the schedules of the reviewers. From that point, your contract is awarded.

5.0 Post Contract Activities

After your contract is awarded, there are several marketing requirements that have to be completed within the first 30 days following award, in order to comply with your contract. All of these requirements have been covered in your agreement with Breen & Associates, and our firm will complete these within the timeframe allotted. Thus, the service package presented to you is comprehensive and complete, with no hidden fees or costs.

6.0 Frequently Asked Questions

1. How long does it take to get under GSA / VA contract? Our average timeline in 2008 has been 72 days from time of presentation to the GSA
2. What is your payment structure for services? the payment structure is laid out in the agreement with your company. We charge an initial fee to develop your contract offering and attain a GSA / VA contract. This fee is broken into two performance payments (the first due at the IBR, the second due at the offering review. After award, all sales, marketing, and contract management fees are in the form of sales commissions based on the billed invoicing to the government (If you choose the Sales Representation Option)
3. As far as support, what do you need from us during the pre-contract period? Our program was designed to be as painless as possible. As such, we act as your advocate throughout the entire process. It is important that we receive as much information as possible for the Initial Business Review (outlined in the Required Information Communication sent to you). From that point forward, we develop the offering, review it with you, present it on your behalf, and negotiate it to successful award.
4. How much revenue can my company expect from this contract? Quite frankly, the amount our clients get once under contract varies widely depending on several factors. However, as a rule we do not offer sales and marketing services to clients who we feel cannot achieve a minimum of \$2 million per year in sales.

5. How long is the resulting GSA / VA Contract? Once awarded, your contract's initial term will run for a period of 5 years from the date of award. Additionally, there are three, five year options.
6. Who can buy off of this contract? All Federal agencies can buy off of this contract, as well as large government contractors (who have been authorized). Also, quasi government agencies (Amtrak), as well as the District of Columbia can purchase off of the resulting contract.
7. Once under contract, how much investment does my company have to make to ensure success? The program offered by Breen & Associates was designed to offer all of the elements needed for success. First of all, the offer will be developed by personnel skilled in government contract attainment. Secondly, the offer will be negotiated skilled personnel within The Breen Consulting Group, who have over 20 years experience in government contract negotiations. Lastly, once under contract, The Breen Consulting Group will deploy their sales personnel to promote the products of your company. Contract administration is handled by qualified contract administrators within our organization. As such, all aspects of management are covered within the services provided by our organization. However, support fro our client operations is important. In order to support our sales activities, we need collateral sales materials, and sales assistance at some levels, and training. Additionally, delivery performance once under contract remains the responsibility of our client.
8. How is payment made to your company? Payment is compliance with the schedule set forth in the agreement between our two companies. Typically, this is an initial fee structure, followed by a sales commission based on invoiced contract sales.if that option is offered and accepted.
9. How prompt does the government pay their invoices? Surprisingly, the government is required by the Federal Prompt Payment Act to pay invoices within 30 days of receipt. While there are some exceptions, we find that the government does pay within this timeframe, or will pay interest. Also, our experience has shown a 90% likelihood that the government will take a prompt pay discount if offered.