

Pivot to the Private Sector
**for Service-Disabled
Veteran & Diverse Owned
Businesses (SD/VOB-DBEs)**
**Vetted Bench
Program**
8/10/2021



Pivot to the Private Sector

Vetted Bench Program

Presented by Diverse Business Coaches

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Our Mission: Serving as a Guide to **Educate & Empower SD/VOB-DBEs** to Succeed in the Private Sector Supplier Diversity Space with corporate America!

Our Goal: Bringing Diverse Owned Businesses together with Corporations for procurement opportunities **by going both upstream & downstream!**



Pivot to the Private Sector

Agenda

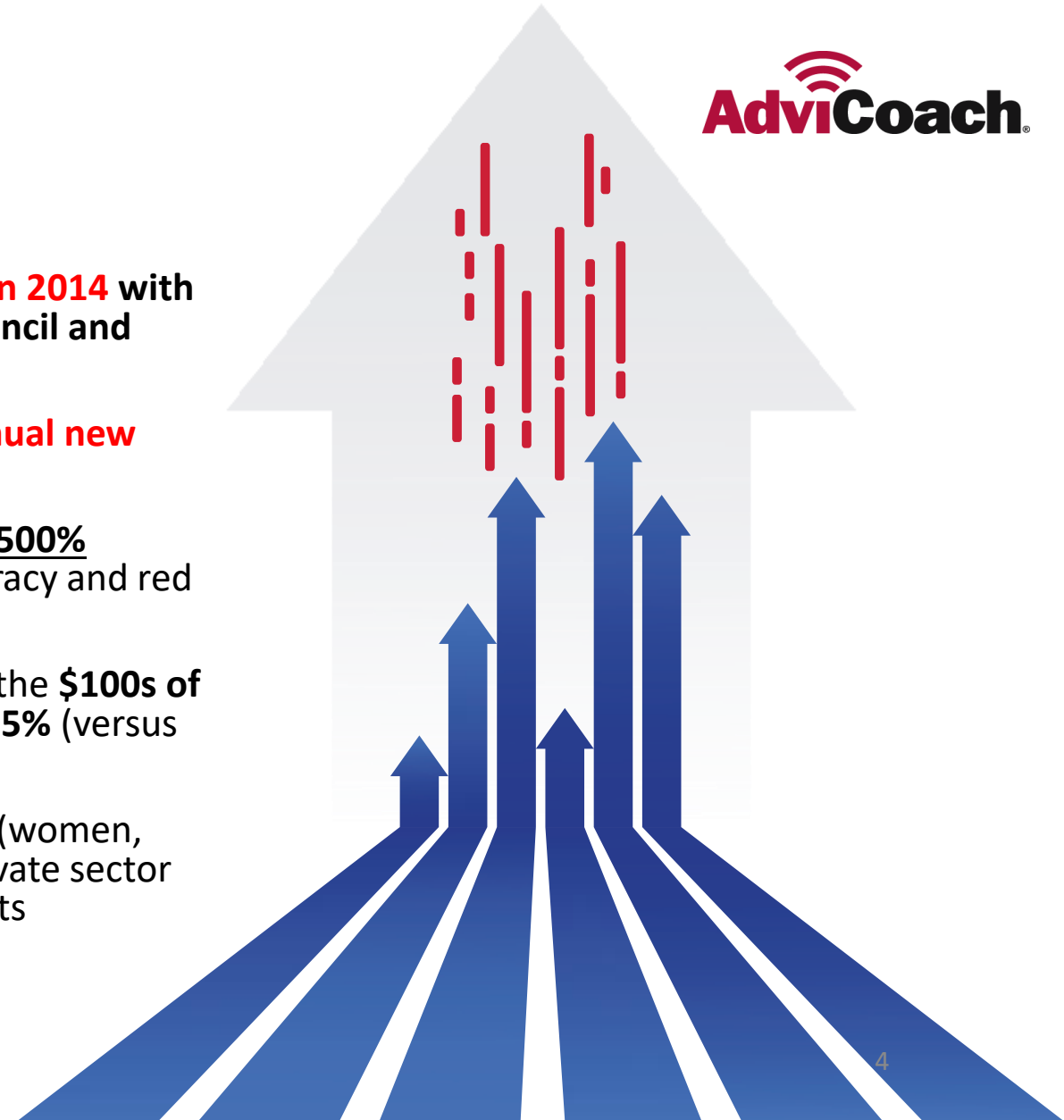
- **The Value Proposition** – Private Sector Procurement vs. Government
- **Procurement Opportunities** (“Upstream” & “Downstream”)
- **What is Supplier Diversity** & Why does it Exist?
- **What is the Vetted Bench** and its value?
- DSDC Vetted Bench Boot Camp Details
- **Vetted Bench Optional Program** Elements
- **Beyond the Vetted Bench Boot Camp** – What’s Next?



The Value Proposition

Private Sector Procurement vs. Government

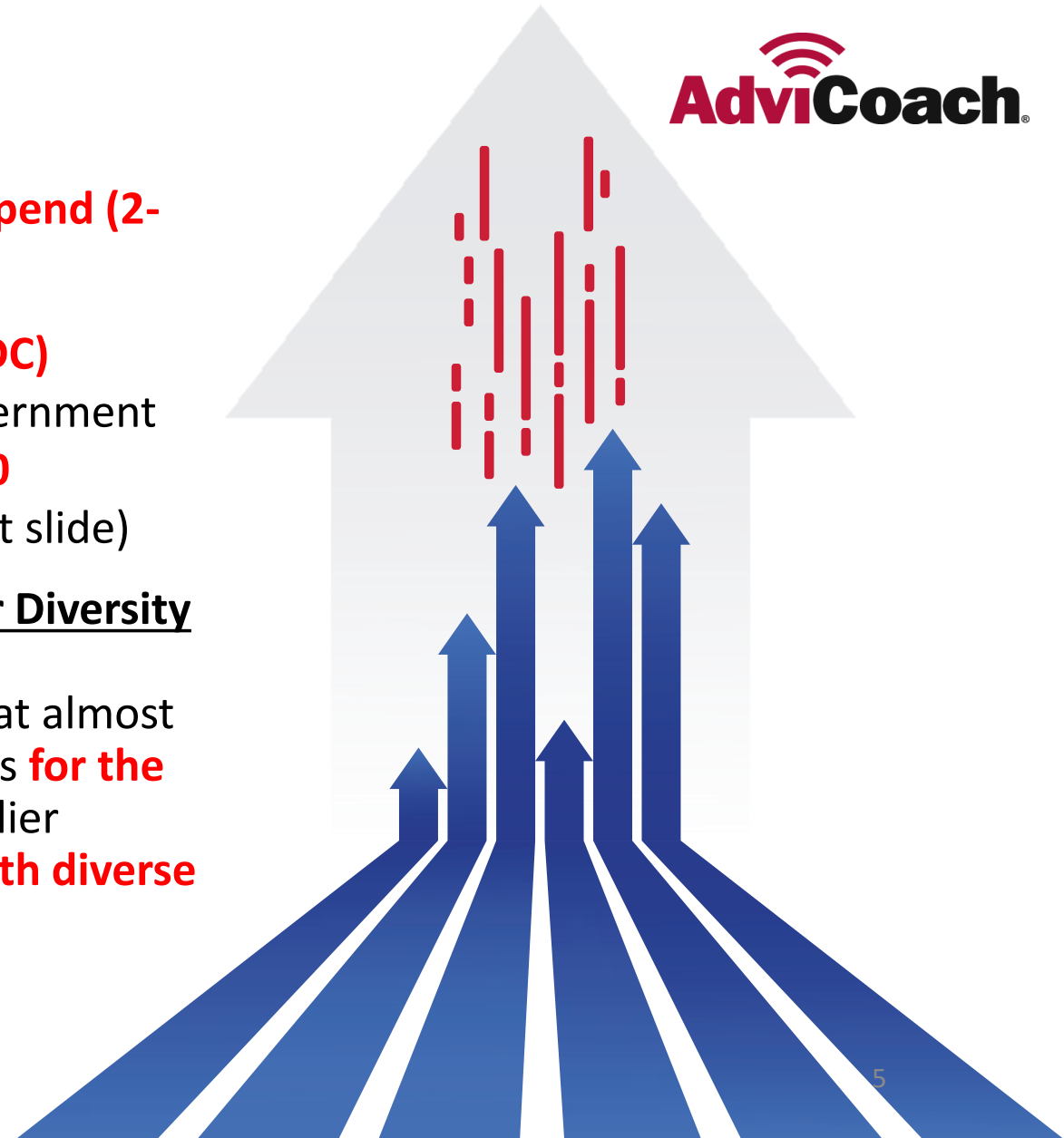
- **The private sector supplier diversity space opened to SD/VOBs in 2014** with the creation of the National Veteran Business Development Council and their 3rd party non-profit certification
- This brave new world represents **an estimated \$80 billion in annual new revenue opportunities for SD/VOBs**
- **The private sector supplier diversity space offers** approximately **500%** greater annual procurement opportunities without the bureaucracy and red tape of government
- **The private sector supplier diversity spend is** estimated to be in the **\$100s of billions annually** with an average annual corporate spend of **10-15%** (versus government of **3-5%**)
- **There is far more demand than supply**– less than 1% of all DBEs (women, minority, veteran, LGBTQ+, & disabled owned businesses) are private sector certified to work with corporations' supplier diversity departments



The Value Proposition

Private Sector Procurement vs. Government

- Corporations are seeking to significantly increase their spend (2-3x) on new DBEs
- There are 97% fewer SD/VOBs (14,708 CVE vs. 413 NVBDC) certified to work in the private sector space than the government
 - 70% of private sector opportunities are in the top 10 industries where SD/VOBs have businesses (see next slide)
- **News Flash!** – More Companies Plan to Expand Supplier Diversity Programs –
- A recent study conducted by The Hackett Group found that almost **30% of companies** are setting formal diversity spend goals **for the first time**. Over the next four years, the top-quartile supplier diversity organizations plan to **increase their spending with diverse businesses by 54%**



The Value Proposition

Top 10 MBE Industry Groups

Of the 12,000 NMSDC-certified MBEs, 94% (11,198) represent the Top Ten Industry groups listed below.



Nationwide “Downstream” Procurement Opportunities



Since 2018, DSDC has proactively solicited more than **450 separate “downstream” product and service procurement opportunities** seeking SD/VOB and DBE Suppliers from **35 different corporations**, including the likes of:



- | | |
|---------------------------|-----------------------------|
| 1. Abbott | 8. Ernst & Young |
| 2. Accenture | 9. Hallmark |
| 3. AT&T (see next slides) | 10. Medtronic |
| 4. Best Buy | 11. NFL for the Super Bowls |
| 5. Boeing | 12. T-Mobile |
| 6. Capital One | 13. UNFI |
| 7. Disney | 14. UnitedHealth Group |

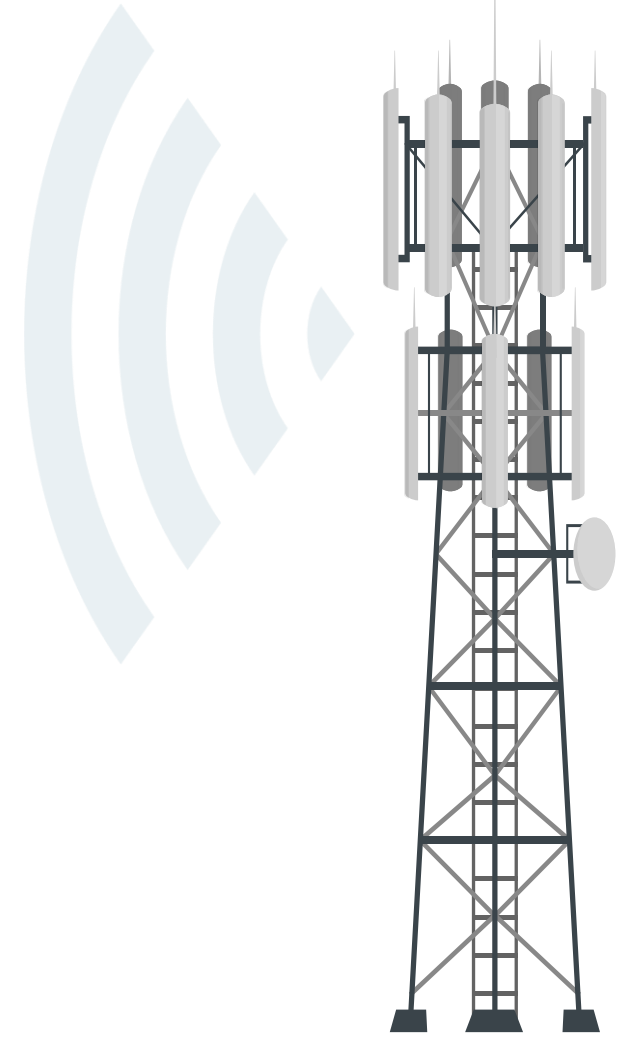
So far in 2021, we have worked on more than 95 “downstream” opportunities with 15+ corporations!

AT&T SUPPLIER DIVERSITY

Nationwide Procurement Opportunities



1. Aerial Fiber
2. Architectural Engineering
3. Asphalt Paving
4. Cell Site Construction – CMU Wall, Foundation Drilling, Concrete Work
5. Cell Site Property Maintenance: HVAC, Painting, Roofing
6. Cell Tower Construction/Modification
7. Cell Tower Crews
8. Civil Construction/Services
9. Construction and Safety Equipment
10. Construction Material Suppliers
11. Crane/Lift Suppliers
12. DAS; Antenna Installation
13. Electricians
14. Generator Electrical Installation
15. Janitorial
16. Material Suppliers
17. NWSA Certified Tower Crews
18. Site Acquisition Services
19. Small Cell
20. Underground Drilling, Boring, Trenching
21. Wireless and Wireline construction



AT&T SUPPLIER DIVERSITY

Nationwide Procurement Opportunities

For consideration of business opportunities through Supplier Diversity, companies **must be certified through an AT&T recognized third-party certification agency.**

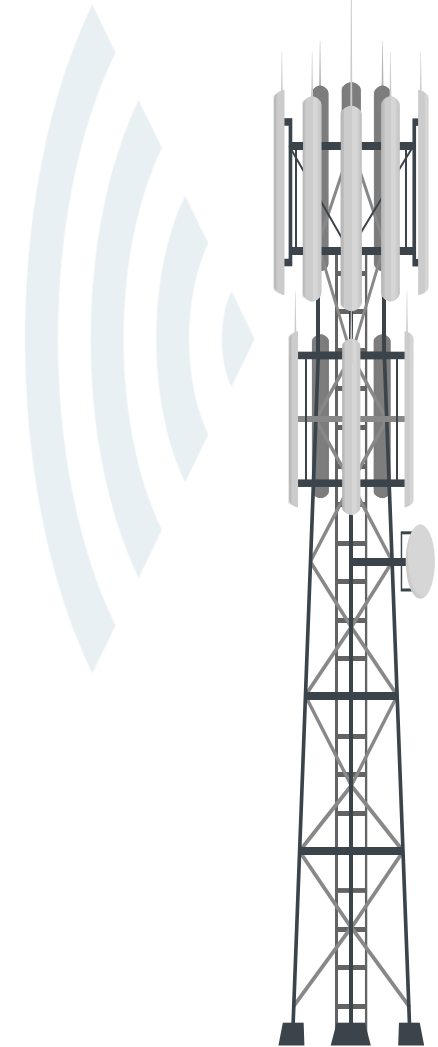
The diverse company **must be 51% owned, operated and controlled** by a Minority, Woman, Service-Disabled Veteran/Veteran, LGBTQ or Disabled business.

To take advantage of these and other procurement opportunities **go to the AT&T supplier diversity portal** to register your business at the following link:

<https://attsuppliers.com/>

To learn more about AT&T's supplier diversity programs and process, please check out the following link:

https://about.att.com/sites/supplier_diversity/vendor



QUESTIONS



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The What & Why of Supplier Diversity?

- **A Supplier Diversity program is** a proactive business strategy
- **Goal:** Mirror the employees, customers, communities where corporations exist
- **Federal:** The federal government **requires corporations that do business with them to meet annual goals** of subcontracted spend with DBEs
- **Corporations** with supplier diversity programs **want and need to work with certified DBEs**
- **Statistics** show that companies who embrace diversity **are more profitable than companies who don't.**
- **A study released by the Hackett Group** found companies with diverse supplier lists drive **an additional \$3.6 million to a company's bottom line for every \$1 million spent** on operations costs in procurement. This is literally "doing well by doing good."



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Our “Upstream” Approach



For more than 6 years, it has been the mission of the DSDC to **bring SD/VOB-DBEs together with corporate America** for procurement opportunities by going both “**downstream**” & “**upstream**”

In addition to our “Downstream” approach, we have **also created our “Upstream” approach to develop opportunities proactively, strategically, & tactically** for our client SD/VOBs-DBEs

With this “Upstream” approach **we serve as a guide to educate and empower our SD/VOB-DBE clients to succeed** in the brave new world of private sector supplier diversity

We **connect our SD/VOB-DBE clients with the right people at the right corporations** and help them say and do the right things **to win business**



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The What & Why of the Vetted Bench?

As part of both our Downstream & Upstream approaches, DSDC created a **Vetted Bench of SD/VOB-DBEs** to **meet the increased demands for new qualified/certified SD/VOB-DBEs** due to the impacts of Covid-19 and new commitments to social justice causes.

- **Reason: Utilizing untested/unproven suppliers can create risks** to corporations and their supplier diversity departments – being vetted reduces some of these risks
- **Process:** To be included on the Vetted Bench SD/VOB-DBEs undergo a **required basic core assessment and screening process** (our **Vetted Bench Boot Camp “VBBC”**) to meet the needs of Corporate Procurement and Supplier Diversity Professionals



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DSDC Vetted Bench Boot Camp (VBBC)

The VBBC is designed to assess and prepare the business readiness of SD/VOB-DBEs to be on the Vetted Bench by being:

1. Stable
 2. Profitable
 3. Scalable
 4. Sustainable
 5. Third-party private sector certified
 6. Have a private sector friendly/compelling capability statement
 7. Are ready, willing and able to work with Fortune 5,000 corporations
- **Those who complete the VBBC** will become members of the DSDC Vetted bench for one year
 - **Those who do not successfully get through all the phases of the Boot Camp** may receive coaching to progress further with the goal of eventually graduating from Boot Camp
 - **To remain on the Vetted Bench**, members will be required to “refresh” certain assessments on an annual basis



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Benefits of the Vetted Bench & Vetted Bench Boot Camp



Improved business operations



Receive priority in filling "downstream" procurement opportunities



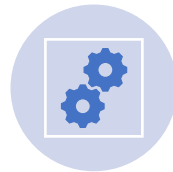
Vetted SD/VOB-DBEs are proactively promoted to corporations



Access to a network of coaches, advisors, industry specific subject matter experts



Opportunities to explore strategic relationships and develop new business



Comprehensive support and resources to win and then successfully deliver of procurement opportunities



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Timing & Structure of the Vetted Bench Boot Camp

- The Vetted Bench Boot Camp (VBBC) **is estimated to take between 4 and 12 weeks** to complete
- **Cost varies based upon a variety of factors** (e.g., company size, time to complete the VBBC, payment method, etc.) and can range from \$3,950 to \$4,250 with monthly payments possible
- **The VBBC may be loosely scheduled** in a cohort format, when possible, and all sessions will be conducted virtually
 - The first session may be as a group and provide an overall orientation to the VBBC
 - Except for possible group capability statement best practices workshop sessions, all other sessions of the VBBC will be done individually with each member of the VBBC and their assigned coach(es).



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Vetted Bench Boot Camp Program

Components & Benefits



Focus on Business Readiness: Verify the SD/VOB-DBE is on track to be successful in the private sector supplier diversity market

- **Initial 360 Self-Assessment**: Exposes blind spots and areas the owner is concerned about or that need to be addressed to advance and scale the business
- **In-depth Interview**: Review the information supplied in the self-assessments and an in-depth discussion of the SD/VOB-DBE's goals and strategies
- **Private Sector SD/VOB-DBE Certification Assessment** – If an SD/VOB-DBE and not currently private sector certified by an accepted certifying body*, discussion and assessment of requirements, eligibility (51% or more owned, operated and controlled by an SD/VOB-DBEs), and process for certification

*= See last slides



Pivot to the Private Sector

Vetted Bench Boot Camp Program

Components & Benefits (continued)



Focus on Business Readiness – Verify the SD/VOB-DBE is on track to be successful in the private sector supplier diversity market

- **Value Builder System™ Assessment**: Provides a score in 8 key areas with a combined score of a business's readiness, sustainability and capability to scale successfully
- **Financial Document Analysis**: A review of the SD/VOB-DBE's current financials (Income statement, Balance Sheet, AR/AP) to determine opportunities to improve financial performance and support scalability
- **Customized ProfitCents® Analysis**: Review of SD/VOB-DBE's financial performance in comparison to their peers within their specific industry to identify potential opportunities for improvement
- **Capability Statement**: Includes a Capabilities Statement Best Practices workshop to craft a compelling private sector friendly capability statement customized for their specific company and product/service offerings

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Post Vetted Bench Boot Camp – New Business Development!



Once the Vetted Bench Boot Camp has been completed, we offer a variety of services designed to improve your business and create new business opportunities through some/all of the following targeted marketing strategies:

1. Fortune 500
2. Fortune 5,000 for primes and tier 2
3. Strategic Partnerships and Joint Ventures from other SD/VOB-DBEs for increased Scope/Scale
4. Exploration of Strategic Partnerships from non-diverse or previously diverse businesses to leverage certification for business opportunities
5. SD/VOB-DBE Outreach for client/vendor opportunities
6. Small/Medium/Local businesses that are potential clients for products/services

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What's Next?



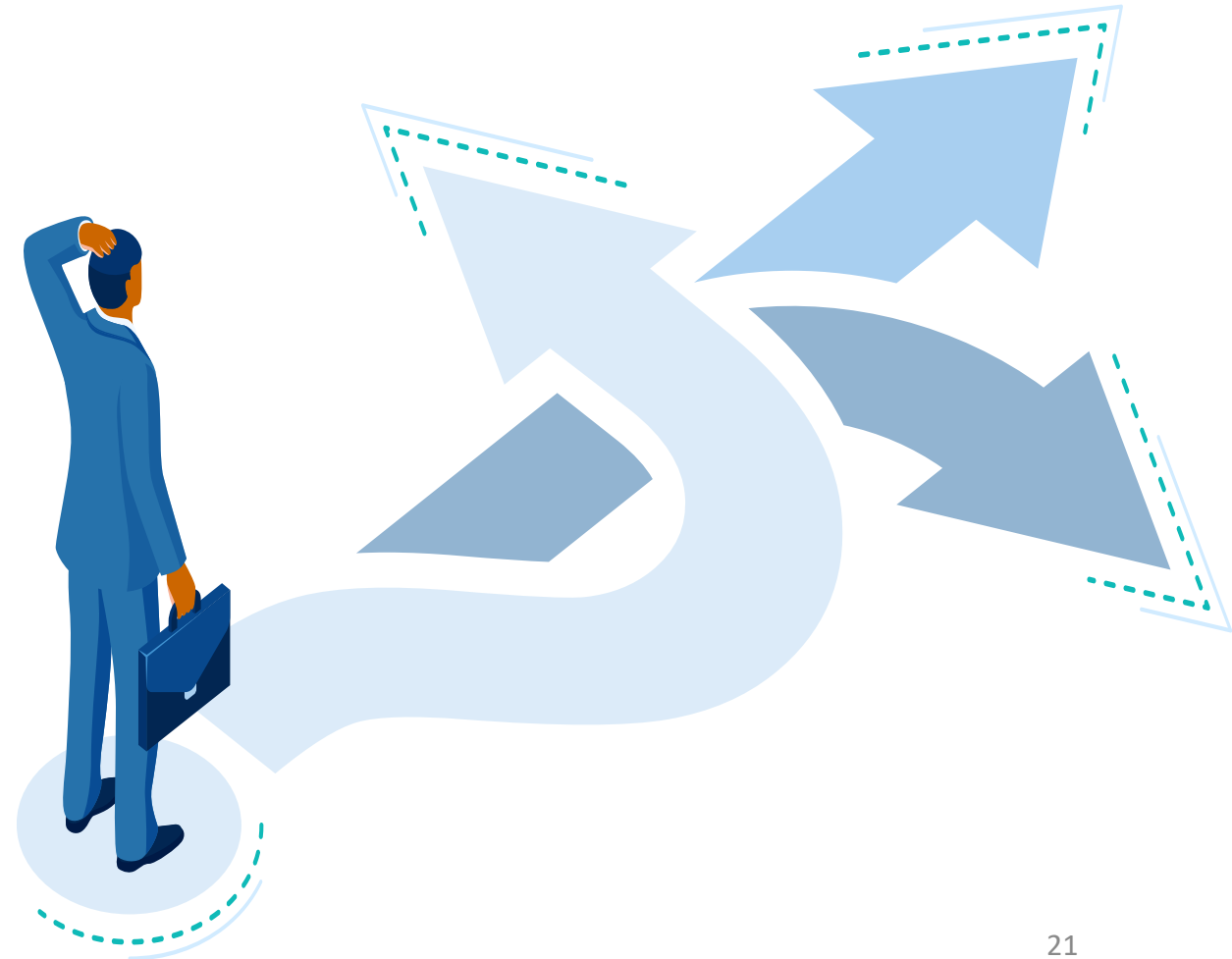
Contact either of us for more information about Pivoting to the Private Sector, the Vetted Bench and Boot Camp Program



Register for our Opportunity Alerts for automatic notification of any “downstream” procurement opportunities



Sign up for our Vetted Bench Boot Camp Program



Who We are



- **Diverse Supplier Development Corporation (DSDC)**
 - Began development in 2015 & **formally established in 2017**
 - **Mission:** Serving as a **Guide to Educate & Empower** all “SD/VOB-DBEs” to Succeed in the Private Sector Supplier Diversity Space with the Fortune 5,000 corporations
 - **Our Goal:** Bringing Diverse Owned Businesses **together with Corporations for procurement opportunities** by going both upstream & downstream!
- **AdviCoach**
 - **Business coaching** and advisory franchise
 - Provides businesses with the **strategies, tools and insights**
 - **Mission:** help businesses **survive and thrive** through all stages of their life cycle
- **Open Book Selling – (Fractional Sales Management & Support)**
 - We support business owners with the sales function by **enhancing** their sales strategy, process and technology to revenue and outcomes year over year.
 - We help hire, onboard and develop you salespeople with the goal of **long-term success and retention**.
 - **Mission:** Change the misconceptions that many people have about sales, selling and sales management.

FINAL QUESTIONS



Thank you for attending!

Please feel free to contact any of the individuals listed below for additional information.

We wish you much success and be safe, healthy and happy!

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Private Sector Certifying Bodies



- **Service Disabled /Veteran Owned Businesses:** National Veterans Business Development Council (NVBDC)
Main website - www.nvbdc.org
 - Certification link:
<https://nvbdc.org/index.php/certification-landing-page/>
 - Certification is done on-line
- **Minority Owned Businesses** – The National Minority Supplier Development Council (NMSDC)
Main website: <https://nmsdc.org/>
 - Certification link <https://nmsdc.org/mbes/mbe-certification/>
 - Certification is conducted at 1 of their 23 Regional Affiliate Offices
- **Women Owned Businesses** – Women Business Enterprise National Council (WBENC)
Main website - www.wbenc.org
 - Certification link - <https://www.wbenc.org/certification>
 - Certification is conducted at 1 of their 14 Regional Partner Offices

Private Sector Certifying Bodies



- **LGBTQ+ Owned Businesses** – National LGBT Chamber of Commerce (NGLCC)
 - Main website - www.nglcc.org
 - Certification link: <http://www.nglcc.org/get-certified>
 - Certification is conducted at 52 Regional Affiliate Offices
- **Disabled Owned Businesses** – Disability:IN
 - Main website - www.disabilityin.org
 - Certification link: <https://disabilityin.org/what-we-do/supplier-diversity/get-certified/>
 - Certification is conducted at 38 Regional Affiliate Offices



Pivot to the Private Sector Vetted Bench Program

THANK YOU!