

# Growing Your Business in the Government Sector: Winning Prime & Subcontracts

XIO  
STRATEGIES

# XIO Strategies - Overview



- **Management Consulting Services organization specializing in the fields of Supply Chain Management, Technology Deployment, and Communications**
  - Specialists in Automatic Identification Technology, including Radio Frequency Identification (RFID) and Item Unique Identification (IUID) technologies
- **Currently serving federal, military, and commercial customers as either prime or subcontractor**
- **Corporate Headquarters in Vienna, Virginia**
  - Founded in 2002

## Supply Chain Management Consulting

- Program Management
- Business Process Analysis & Improvement Planning
- Technology Evaluation
- RFID Consulting
- IUID Consulting

## Communications Consulting

- Strategy Development
- Training and Education
- Marketing Communications
- Technical Writing

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## ➤ **Partner Effectively**

- Reputation and experience
- Incumbent in target organization
- Complementary services and solutions
- Support for small businesses (e.g., mentor-protégé)

## ➤ **Position Your Company to Win**

- Focus on your strengths and competencies
- Shape the deal early through marketing, demand creation
- Network, Network, Network
- Past performance is key

## ➤ **Lessons Learned**

- Look out for your company's interests first
- IDIQs are only a license to hunt – work with prime to market services
- Leverage and learn from large business processes