

Defense Contractor Marketing

The Dawson & Associates strategy helped our client win contracts totaling nearly \$1 billion over a five-year period.

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CLIENT

A leading provider of electronic and water technology services to the Department of Defense and Federal agencies

BACKGROUND

In 2009, a Defense contractor approached Dawson & Associates to improve its understanding of the U.S. Army Corps of Engineers' contracting needs and how the company could better position itself for contracting opportunities. The company wanted to learn about the Corps' operating methods and contract requirements and to understand Corps' leaders' perspectives.

RESPONSE

The Dawson team included the Corps' former Chief Counsel, Deputy Chief Counsel and a retired Commanding General of the Corps' South Atlantic and South Pacific Divisions. Our team had more than 100 years combined experience working in and with the Corps.

In concert with the client, we developed and implemented a strategy to introduce representatives to Corps leaders and experts and to convey the company's capabilities as well as its desire to assist the Corps with its Defense work.

Working together, the client and our team focused on two Corps RFPs for follow-on contracts involving the operation and maintenance of overseas' government facilities. Our work included pre-solicitation contact with select Corps' offices and assistance with advice and support in the client's proposals in response to new Corps solicitations.

Though an incumbent contractor was performing this work, Dawson & Associates' multifaceted strategy helped our client win both follow-on contracts, totaling nearly \$1 billion over a five-year period.