

*THE VALUE OF PERFORMANCE.*  
***NORTHROP GRUMMAN***

# **Northrop Grumman Supplier Tips For Success**

# Do Your Homework Before You Make Contact

## Basic Marketing Research

- How is the Company Structured?
- What are the Principal Products?
- Does This Company Buy What I Sell?
- How Does the Purchasing Process Work?
- Could my company's capabilities fit a special niche within this company?
- What DFARS clauses (i.e. Counterfeit) are beyond this company's capabilities?

## Logistics / Timing

- Proximity of Supplier to Company?
- Who is My Competition?
- Has the Company Received New Business Contracts?
- When Will Materials / Services be Needed?

# Developing the Prime/ Subcontractor Relationship

## What Works

- Credibility
- Quality Products / On-time Delivery / Cost Affordability
- Proven Performance
- Conferences / Trade Fairs
- Perseverance
- Knowing the System

## What Doesn't

- Contacting High Level Execs
- Demanding Business
- Being Unprepared
- Not Doing Your Homework

**Building a Positive Relationship with Potential Customers  
is Key to a Successful Outcome**

# Tips For Success

- ✓ Team with other small businesses in order to offer expanded capabilities
- ✓ Provide added value by offering additional complementary products and services
- ✓ Develop / nurture customer relationships
  - ✓ Allows the supplier to better understand its customer requirements
- ✓ Develop strategic alliances
  - ✓ Join industry organizations in order to stay current on new technology and trends
- ✓ Position Yourself in your target industry
  - ✓ Understand the Marketplace
  - ✓ Create your Niche - Identify what makes you unique in the Marketplace
  - ✓ Maintain acceptable counterfeit electronic part detection and avoidance systems
- ✓ Maintain a strong financial history
  - ✓ Length of time in business
  - ✓ Strong financial statements
  - ✓ Maintain funding resources
    - ✓ Financial resources to sustain the company during aggressive growth as well as a market downturn

# Where to Get Help

<b>Resource</b>	<b>Website</b>
Global Supplier Diversity Programs Offices - Can Provide Information and Materials to Potential Suppliers	<a href="http://www.northropgrumman.com/suppliers">http://www.northropgrumman.com/suppliers</a>
Small Business Administration (SBA)'s Counterfeit Parts Training Module	<a href="http://www.sba.gov/gclassroom">http://www.sba.gov/gclassroom</a>
Procurement Technical Assistance Centers (PTACs)	<a href="http://www.aptac-us.org">www.aptac-us.org</a>
Small Business Development Centers (SBDCs)	<a href="https://www.sba.gov/tools/local-assistance/sbdc">https://www.sba.gov/tools/local-assistance/sbdc</a>
Minority Business Development Agency (MBDA)	<a href="http://www.mbda.gov">www.mbda.gov</a>
National Contract Management Association	<a href="http://www.ncmahq.org">www.ncmahq.org</a>
Industry Associations i.e., Aerospace Industries Association (AIA)	<a href="http://www.aia-aerospace.org">www.aia-aerospace.org</a>
Business Associations i.e., Women's Business Enterprise National Council (WBENC)	<a href="http://www.wbenc.org">www.wbenc.org</a>

- For Background Information About Northrop Grumman Corporation:

[www.northropgrumman.com](http://www.northropgrumman.com)

- Follow us on: 

Social Media	Website
Twitter	<a href="http://www.twitter.com/northropgrumman">www.twitter.com/northropgrumman</a>
Facebook	<a href="http://www.facebook.com/northropgrumman">www.facebook.com/northropgrumman</a>
Tumblr	<a href="http://www.northropgrumman.tumblr.com">www.northropgrumman.tumblr.com</a>

- Small Business Program Contacts

<http://www.northropgrumman.com/suppliers>

***THE VALUE OF PERFORMANCE.***

***NORTHROP GRUMMAN***

