

ASRC Federal Field Services, LLC- Marketing Approach

Our current marketing approach is to expand on the customer base that we have developed, and also the customer base developed within ASRC Federal Holding Company. We will identify prospective customers through our existing relationships and knowledge of customer buying habits, and visiting with agency personnel. We will pursue leads that match our targeted business areas. We will develop personal relationships with federal contracting officers, procurement personnel, and technical managers. We will market the advantages of set-aside work for contractors certified in the 8(a) Business Development program, and we will follow-up with prospective customers throughout the acquisition period. AFFS will actively seek Prime contract roles supporting our targeted customers, and also with potential new customers. These Prime roles will enable AFFS use the past performance experience we have compiled over the last three years.

We continuously manage a rolling 36-month pipeline, with a sliding window of "opportunity ranking" commensurate with the maturity of the customer's acquisition strategy and strategic fit. When opportunities are deemed realistic targets, we move forward with a process that includes identifying opportunity stakeholders within the agency, developing a contact plan, and making the customer aware of our capabilities. Pre-RFP, we focus upon developing a strategically superior opportunity solution. Finally, we develop a proposal in accordance with the proven and extraordinarily successful processes that our organization has developed.