

Six Steps to Marketing to Lockheed Martin

At Lockheed Martin, we achieve Mission Success by meeting our commitments to our customers and attaining total customer satisfaction. Suppliers are an important part of that strategy. Lockheed Martin needs suppliers who can help us deliver a product better, faster and smarter. Working with our category management teams in a long-term business environment will strengthen our supply chain and the integrity of the components of our products.

To be successful and make **your** company known to Lockheed Martin and our Small Business professionals, follow these **Six Steps to Marketing your company to Lockheed Martin**.

STEP #1: Do your research to determine target focus area. Lockheed Martin is a large corporation made up of multiple business areas and supports thousands of programs. To get routed to and/or connected with the appropriate decision maker(s), we need your help to identify the area of target. This may be a business area, program, proposal partnership or technical need. Here are a few resources to help you identify the best first for your company:

- **Lockheed Martin Website (www.lockheedmartin.com)**
 - **Annual Report**
 - **Business Areas and What We Do pages**
 - **What We Buy Directory -**
<https://www.lockheedmartin.com/content/dam/lockheed-martin/eo/documents/suppliers/information-what-we-buy-list.pdf>
 - **Corporate Agreements Listing -**
<https://www.lockheedmartin.com/content/dam/lockheed-martin/eo/documents/suppliers/information-corporate-agreement-areas.pdf>
 - **U.S. Government Small Business program offices**

After doing your research and finding an area of a potential match, let us know. Provide the specific information of focus areas of target. It is also important to differentiate yourself from your competitors by being able to articulate what sets you apart, outside of quality. Do not rely on your socio-economic category to be your discriminator.

Send request to: Supplier.communications@lmco.com

STEP #2: Complete the Supplier Marketing Portal Profile. This is Lockheed Martin's primary database for searching for suppliers when there is a procurement opportunity - <https://podio.com/webforms/8182136/612474>.

For help, contact: Supplier.communications@lmco.com

Attention EXISTING Lockheed Martin Suppliers: Please update your profile in Exostar by listing **all** your NAICS codes and the corresponding size standards. FAR 19.301-1, FAR 52.219-9 and 13 CFR 125.3 require all formal solicitations and purchase orders have the proper NAICS code and the size standard on each document. Prior to work being performed, the small business supplier awarded the purchase order must have a matching NAICS code along with its self-certified size according to the SBA's size standard, to be counted as a small business. See NAICS Frequently Asked Questions (FAQ) for more information: <https://www.lockheedmartin.com/en-us/suppliers/faqs/naics.html>

- Make sure your information is accurate and complete
- Include all NAICS codes
- Include self-certified size according to the Small Business Association's (SBA's) size standard
- Be sure to include your quality certifications and security clearances
- Update your profile regularly if there are changes

STEP #3: Monitor and/or subscribe to the Immediate Needs Bulletin Board. This immediate need board is used to post unique procurement needs. If your firm matches a need, be sure to follow the instructions for consideration.

<https://www.lockheedmartin.com/en-us/suppliers.html#bulletinboard>

To Subscribe, send a request to: Supplier.communications@lmco.com

STEP #4: Meet Influencers. Lockheed Martin Small Business professionals and other procurement specialists attend many outreach events throughout the year. These representatives can serve as your advocate and mentor for marketing your company to internal programs that may require your company's capabilities.

<https://www.lockheedmartin.com/en-us/suppliers/supplier-diversity.html#events>

STEP #5: Technology, Research & Development (R&D) Focused Firms Only: Visit <https://www.lockheedmartin.com/en-us/suppliers/sbir/sbir-contact.html> to self-register your company - tell us about your strengths & capabilities. We will add your company to our SBIR distribution list to receive information on latest solicitation topics of interest. The purpose of this listing is to help connect small business companies with the appropriate Lockheed Martin technical point of contact to explore opportunities for partnership and innovation.

Lockheed Martin SBIR web site page link: <https://www.lockheedmartin.com/en-us/suppliers/sbir.html>

STEP #6: Bring Partnership Opportunities to Us. If you are pursuing a proposal pursuit or have a small business set-aside where you are seeking a partner, notify us via our Business Development team via our web site.

Pursuing a proposal partnership link: <https://www.lockheedmartin.com/en-us/contact.html#customers>

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