



An Energy Efficiency Workshop & Exposition

Palm Springs, California

Successful Government Selling -- The Supplier's Perspective

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Trane, div. American Standard Inc.



TRANE[®]



June 2-5, 2002

www.energy2002.ee.doe.gov



TRANE®

-- *briefly*

- Leading Manufacturer of Residential, Commercial and Industrial Heating, Ventilating, and Air Conditioning --
 - Equipment
 - Control Systems
 - Replacement Parts
 - Service, Maintenance, Operation, Monitoring
 - Turnkey Building Solutions



TRANE® -- *briefly*

- Trane's Organization
 - International / Global Coverage
 - 140 District Offices in Major U.S. Cities
 - 1600 Graduate Sales Engineers
 - 4000 Factory Service Representatives
 - Manufacturing / Business Units
 - Product Manufacturing
 - Product Engineering
 - Product Marketing



Basic Tenets For Success

- Know and Understand the Organizations
- Get close to “The Owner”
- Focus and Sustain the effort at all levels
- Know and follow the rules



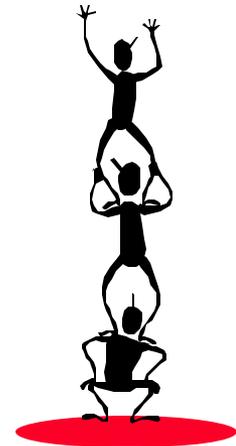
Basic Tenets For Success

- **Know and Understand the Organizations**
 - Decentralized
 - Global Focus
 - Trend -- Lack of Manpower to do what needs to be done
 - A problem -- YES
 - An opportunity -- YOU BET
 - Privatization / Out-sourcing --

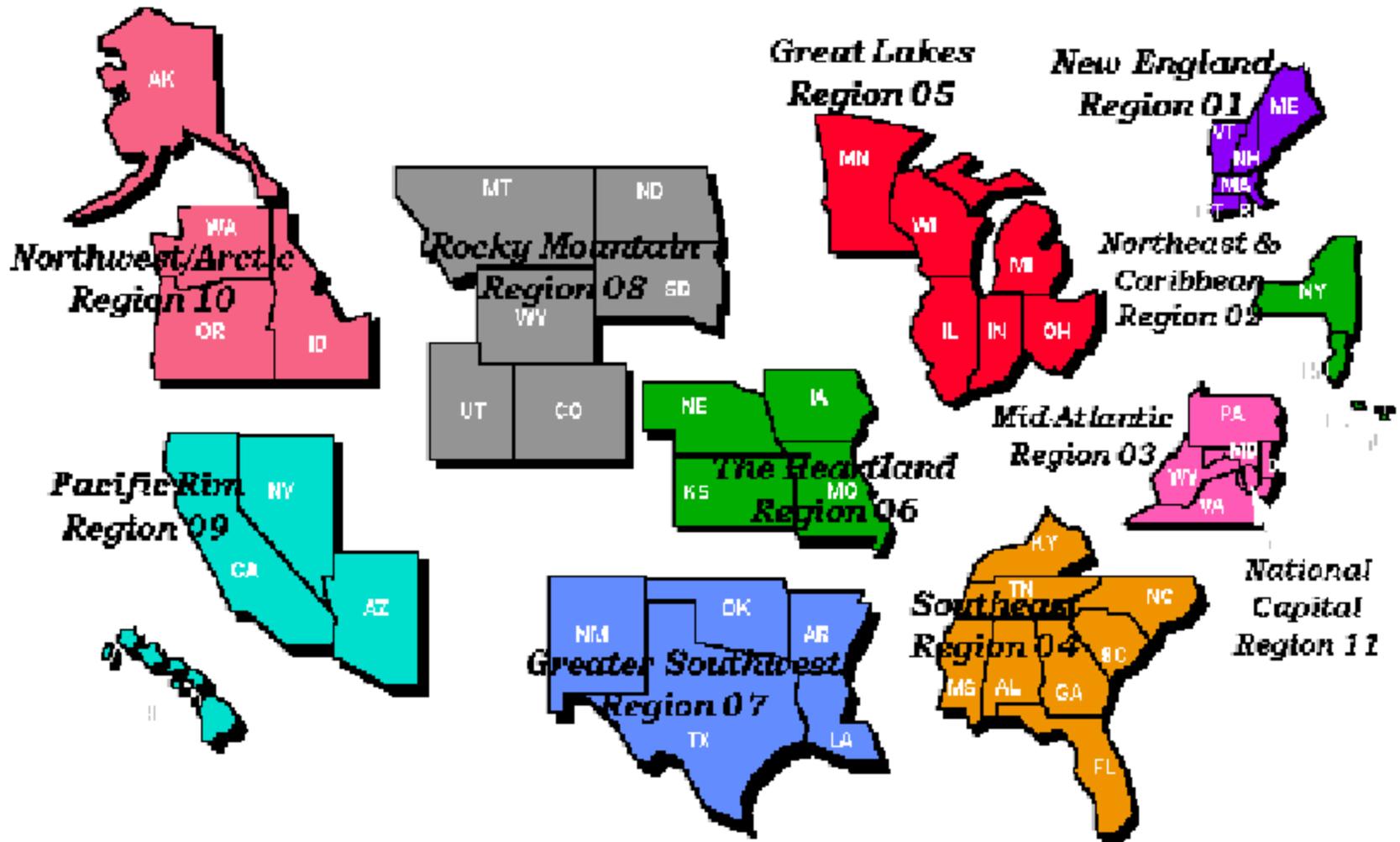


Decentralized Organization

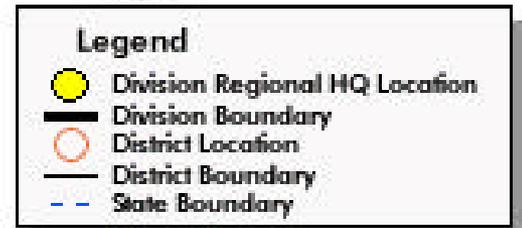
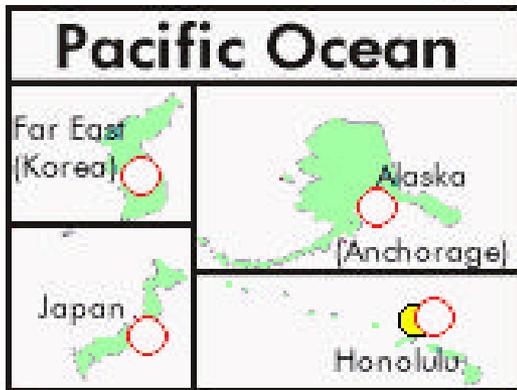
- Agency Headquarters - “Washington, DC”
 - Sets Broad Agency National Policy and Criteria
 - Implements Major Programs
 - Covered by Washington DC Govt Affairs Office
- Agency Regional District and Division Ofcs
 - Controls Major New Construction and RRA
 - Major Architect and Engineer Design Contracts
 - Covered by Assigned Account Executives
- Federal Agency Installations and Bldgs
 - Minor New Construction
 - Lots of Existing Building Work (Repair, Alteration, Replacement)
 - Covered by Local Sales Office



General Services Administration Regional Organization



Army Corps of Engineers Regional and District Organization

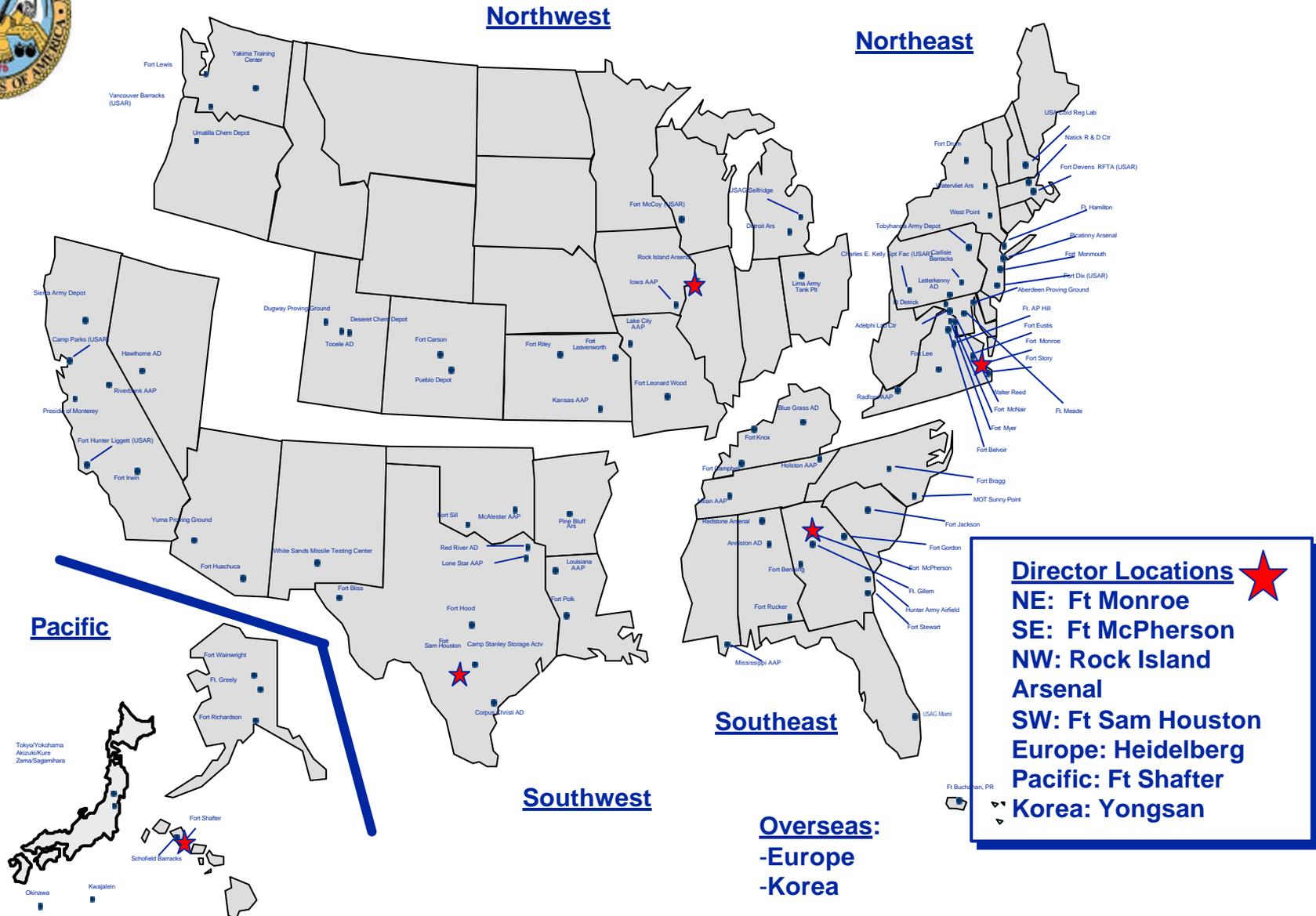


Centers

Transatlantic Programs Center (Winchester, VA)
Engineering and Support Center (Huntsville, AL)



NEW -- Army Installation Management Regions





Basic Tenets For Success

- Know and Understand the Organizations
- Get close to “The Owner”
 - Relationships are the key
 - Cover All the Bases of Influence
 - Seek Higher Levels of Influence on Projects
 - Seek Higher Degrees of Involvement in Projects
 - Evolve Business to Prime Position - Whole Solutions
 - Consider Direct vs. Indirect
 - Seek Contractual Connections / Long-term tethers



Basic Tenets For Success

- Know and Understand the Organizations
- Get close to “The Owner”
- **Sustain the effort at all levels**
 - Through “Fair and Fowl Weather”
 - People Get Promoted !
 - People Have Long Memories !
 - Past Performance, Your Reputation, and your Business Ethics/Integrity do matter



Basic Tenets For Success

- Know and Understand the Organizations
- Get close to “The Owner”
- Sustain the effort at all levels
- **Know and follow the rules**
 - **Know and Understand the FAR**
 - Also Agency Supplements to the FAR
 - Take a training course
 - Follow the changes
 - Subscribe to it -- Quarterly CD



Basic Tenets For Success

- Know and Understand the Organizations
- Get close to “The Owner”
- Sustain the effort at all levels
- **Know and follow the rules**
 - Know and Understand the F.A.R.
 - Know and Understand the Buying Processes
 - Supplies
 - Construction
 - Services
 - Align Your Selling Process to Their Buying Process
 - E-Commerce



Basic Tenets For Success

- Know and Understand the Organizations
- Get close to “The Owner”
- Sustain the effort at all levels
- **Know and follow the rules**
 - Know and Understand the F.A.R.
 - Know and Understand the Buying Processes
 - Understand Agency specification practices
 - National Guide Specifications
 - Who maintains them? / How are they changed?
 - NIBS / Construction Criteria Base CD-ROM



Basic Tenets For Success

- Know and Understand the Organizations
- Get close to “The Owner”
- Sustain the effort at all levels
- Know and follow the rules



Thank You and Good Luck !

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