

Statement of Work for Gulf Coast Business Solutions (GCBS)

Duration: February 1, 2024 – May 31, 2024

Cost: not to exceed \$26,566 in hourly billings at \$101.56/hour. An additional allowance of up to \$7,000 in travel may be billed provided when travel is approved in advance of incurred expenses.

Overview:

During this phase, the primary work will be to summarize the experience from the Pilot Sales program. A key deliverable will be a summary report containing:

- The type and level of support by various SDSC Divisions.
 - What was the experience during the initiating phase of the program?
 - What role did SDSC leadership play in establishing the program within SDSC?
 - How did the Divisions describe their products and services?
 - What processes were established for engaging with various Divisions as part of a potential sale?
 - How did Division staff contribute to sales activities?
- List of engagements and discussions with potential SDSC clients including:
 - Client industry.
 - SDSC service or offering discussed.
 - Depth of engagement, e.g., one or more meetings, quote or statement of work proffered, etc.
 - Participation by SDSC Division staff (e.g., RDS, DESC, Sherlock).
 - Most likely gap in offering or process, such as price or terms?
 - What changes would have led to acceptance?
- Recommendations for future SDSC sales activities including:
 - Best practices for customer relations management (may be a reference to one or more external sources).
 - Thoughts on a centralized sales role vs. sales within the Divisions.

GCBS will participate in each of the above activities as directed by the SDSC CTO.

Deliverable Milestones:

- February 29, 2024 – On site meeting with Naval Postgraduate School leadership.
- April 5, 2024 – Draft list of engagements for review.
- May 3, 2024 – Draft version of full summary report for review.
- May 31, 2024 – Final version of full summary report.

Activities: GCBS may engage in one or more of the following activities to achieve the Deliverable Milestones. The SDSC team will provide support for these activities as needed and outlined below.

- Prospect tracking: All prospects in the sales pipeline will be tracked using the Hubspot Customer Relationship Management system.
- Pitching: From the above learnings, the personnel will directly pitch the Center's offerings to the sales pipeline.
- Team integration: Working with Rick Wagner to integrate with the SDSC team.
- Attend meetings at SDSC as needed.
- Attend new client/industry meetings with Rick Wagner for prospective SDSC relationships.

Support from the SDSC Team: The SDSC team and GCBS understand that the milestones cannot be achieved without close collaboration. The SDSC team agrees that:

- Team members, particularly Frank Würthwein, Michael Zentner, Shawn Strande, and Rick Wagner, will make themselves available on a timely basis to participate in activities coordinated by GCBS that require SDSC support.
- Rick Wagner will make himself available on a timely basis to participate in activities coordinated by GCBS that require supporting knowledge of SDSC.