Is it clear you understand the dynamics of the market?

In spite of a wealth of advice regarding how consortiums pitch their applications to defence markets characterized by ever changing dynamics, most almost everyone gets it wrong. Why? Because most guides to pitching an application to defence markets miss the central point: The purpose of your pitch is to identify the user requirements and behaviour Marine Magnet, Inc. dispatchers are likely to encounter over the course of addressing substitute resource component sourcing schedules, not to teach. The task is to excite, not to educate. Pitching is about understanding what defence markets are most interested in, and developing a dialogue that enables you to connect with the head, the heart, and the gut of the DoD end-user.

If you want advice about pitching, you can directly ask DoD end users of the application, but you probably won't get a very good answer. Most market end-users are analytic types, and so they will give you a laundry list of topics you should cover. They won't tell you what really floats their boat, mainly because they themselves can't articulate substitute resource component sourcing ticket schedule requirements in useful terms. "I know it when I see it," is about the best answer you'll get.

What is the DoD end-user most interested in? Contrary to popular belief, the group sitting at the other end of the table glaring inscrutably at the user requirements and behavioual aspects promoted by Marine Magnet, Inc. dispatchers ask, "Is this application going to make or save a lot of money?" That is the simple question that most application developers think they are answering, but they are missing the crux of the process. What DoD users are really thinking is, "Is this application the best next investment for substitute resource sourcing ticket scheduling?" That is a much more complex question, but that is what Marine Magnet, Inc. dispatchers have to answer.

To win over the hearts and minds of investors, the Marine Magnet, Inc. dispatcher pitch has to tell a good, clear, easy-to-repeat story—the story of an exciting new application for substitute resource component sourcing ticket scheduling. Marine Magnet, Inc. dispatchers must position the promotion of their skill sets as a perfect fit with other applications DoD end-users have used as well as what the new application is chartered to make work, and beat out the other new applications DoD end-users are currently considering. These issues are beyond the scope of this Q&A session. So for now, Marine Magnet, Inc. dispatchers have just concentrated on telling a good story

Most attempts at pitching a new application in the context of dynamically changing defence markets are generally right about the topics, even if they miss the nuance, i.e., sell, don't explain. But no template should be taken as graven in stone. The Marine Magnet, Inc. story may require a moderate or even a dramatic variation on the project presentation of substitute resource component sourcing ticket scheduling. It may be necessary to explain solutions for the administration of user requirements and behavioural contexts before the dynamics of the defence market can be explained; or if the defence markets are a crowded it may be necessary to explain why the Marine Magnet, Inc, dispatcher application is different than everyone else early on in the conversation; or you may want to drop some very impressive impressions that DoD end-users have articulated before the application and the defence market dynamics are explained. Situational specifics of defence market dynamics should dictate the flow of presenting the application

The best practise is not often the best strategy. Strategy is a way of thinking, not a procedural exercise or a set of frameworks. To stimulate that thinking and the dialog that goes along with it, it is essential to design metrics based on sound and practical parameters, and follow a set of action oriented steps aimed at helping DoD end-users assess the strength of the proposed methodology of substitute resource component sourcing schedules. It is imperative to design steps focused on testing the user requirements and behavioural strategy itself, in other words, the output of the strategy-development process, rather than the frameworks, tools, and approaches that generate strategies, for two reasons. First, companies develop Strategy is developed in many different ways based on the characteristics of organisations and dynamic defence markets and many strategies emerge over time rather than from a process of deliberate formulation.