

David Broyhill
Director
Vista Defense Technology

1479 Gillespie Street
Suite 308
Rock Island, IL 61201

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Reference Response Letter

1) How satisfied are you with STAHL Consulting's performance for your company in 2019 on a scale from Excellent to Very Poor?

They are Excellent. We are excited about the BD / proposal development that Chris and his team are doing for us. They were directly responsible for a direct award we received and multiple direct award opportunities that we are currently working on.

2) How much new revenue did STAHL Consulting generate for your company?

Since we started working with STAHL, one year ago, we have generated 10-million in contracted federal revenue from our relationship and multiple direct award opportunities, we are currently working. It's a large pipeline of work under currently evaluation. That said, we have gained significant added value from our relationship with them, that has helped us better serve our customers in a systematic manner. Through our relationship with them, we have learned how to systematically and effectively develop new and better relationships with our customers that increase our sales with both government and commercial customers. We have learned how to better run our business operations and increase business.

3) How much time did your company have to spend working with STAHL Consulting to get a proposal submitted?

Most of my time has been supporting their business development process in One-on-One meeting with customers. STAHL put the meetings and presentations together, utilizing my expertise in their process of customer-facing, high value meetings. We spend relatively little time working on proposals, as STAHL has gathered from us the information they need to work on our behalf, through their systematic, quantitative teaming and Gapping Process. In fact, we spend less and less time on supporting their Proposals the more time we are involved with them, as they catalog our information to reuse it for, not only for proposals, but in locating, and generating, high-value Task Orders that fit our capabilities and qualifications, saving us a lot of time and effort.

4) From your perspective, what are the positives of hiring STAHL Consulting?

We recognize that federal government procurement is a long process and dependent on relationships. Doing work in this area takes commitment and focus on our part and the dedication to budget and stick it out for the long-haul to get the high rewards that we want. STAHL have a proven, systematic way of working that drives high award rates over a focused timeline of activity. They only work with a select number of Agencies where they develop relationships to know the end users PM's and procurement officers for each opportunity, so their true needs and gaps are revealed to us. We then, as part of a comprehensive team of companies and capabilities, can develop effective solutions and present them to

the Agencies through White Papers and Sources Sought Presentations that advance and position Vista's team forward through solutions that virtually only we can do, sending a unique message to our customers. We are able, together, to present our solutions well in advance of the Phase-out of incumbent Task Orders or services. STAHL's planning uses the customers' POAM cycle effectively in our involvement, so we can help establish the new Requirements in the new RFPs that helps drive value-add, quality work to us.

Another advantage of working with them is they have designated SMEs working on our behalf, doing detailed vetting of our solutions on Task Orders, and customer pain points. Simply, we don't have the staff to do the detail they do. Their proposals are comprehensive and evidence-based that leaves no question that we are the best selection for the Award.

Stahl pretty much handles everything in the PrePMO process (BD) involving us on pursuit opportunities for customer interface and decision support, so we can focus on developing day-to-day business on our own. STAHL is our Babe Ruth, heavy hitter. We consider their Fee monthly we pay them fair and economical, when we consider all that they do for us.

5) From your perspective, what are the negatives of hiring STAHL Consulting?

I really don't have any negatives and we know there is some element of risk here. They keep us consistently informed of progress with Agencies, Task Order opportunities and progress on completing Task Order proposals they are working on, on our behalf, through personal contacts and bi-weekly meetings. They continually notify us of new sources and methods to increase revenues, leveraging our relationship with them and the use of other STAHL Team Members allowing management to justify the risk being taken with STAHL.

6) Have your new contracts generated the level of profit you expected?

STAHL uses our GSA Schedule pricing in their proposals, so our pricing and profits are determined internally, by us; all pricing is established by us. STAHL provides the model for pricing and price to win data only.

The following statement is a current past performance reference for your consideration.

Customer Signature Line  _____

David Broyhill - Director