Welcome

The NVBDC JumpStart Webinar Series featuring Target is part of our commitment to meeting suppliers where they are - transforming awareness into action, and potential into partnership. Through education, resources, and collaboration, we are building the foundation for the next generation of Target suppliers.

What type of Target supplier are you?

I'd like to sell products at Target >

I'd like to provide services or non-retail goods to Target >

National Brands Merchandise

National Brand Merchandise Direct or Target.com- marketplace

Direct- We want to bring our guests not only what they need, but what they *want*. Our buyers hand-select every item sold in our stores, and carefully curate collections and experiences to delight Target's guests.

Target Plus is a curated selection of products from third-party sellers on Target.com , designed to complement our current assortment.

Accelerators, Growth & Activation Team

Accelerators@Target.com

First Step: Intake Form

Supplier Intake form Link

Target Owned Brands

Target has more than 45 private labels, called "owned brands."

About 1/3 of the products we sell are exclusive to Target through our private labels, or owned brands. And from time to time, we'll partner with a designer or brand for a limited-edition collection available only at Target. We also have ongoing relationships with designers for Owned Brand collections..

Indirect Goods & Services

A good or service purchased to manage our operations, and is not for resale to Guests

- Types of Indirect Goods include store supplies, equipment, fixtures and in-store marketing totaling 75,000 parts+
- Types of Indirect Services include transportation, technology, marketing, HR, finance and temporary labor
- Goods are reliant on multiple 3PLs to support operations, consolidation and delivery to the stores

Supplier Engagement Team

Supplier.Engagement@Target.com

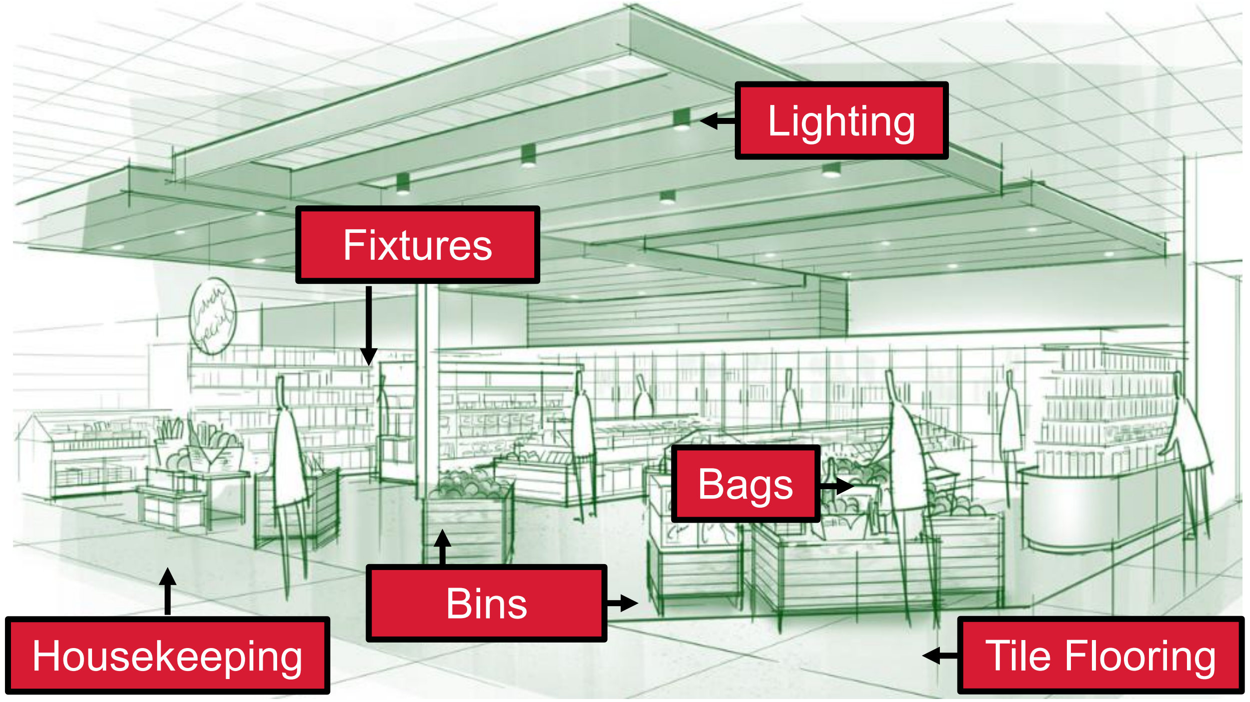
First Step: Gainfront Registration

https://target.gainfront.app/

gainfront

Defining an Indirect Good or Service

A good or service purchased to manage our operations, and is <u>not for resale</u> to Guests



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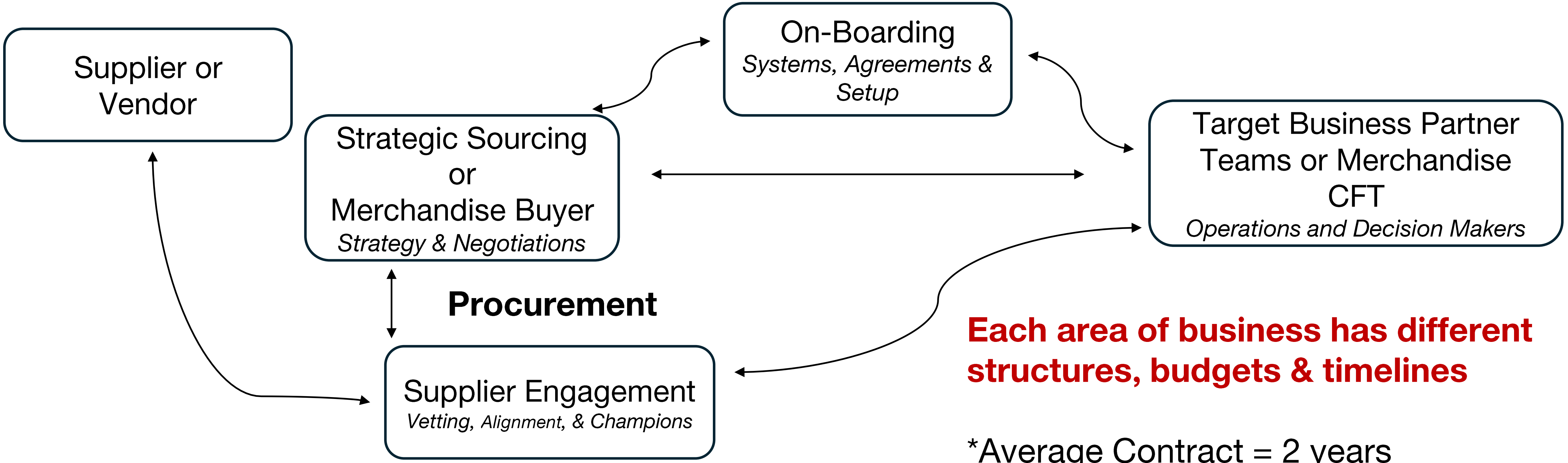
Touchpoints



Areas of Business

- Marketing
- Finance
- Supply Chain
- Store Operations
- Properties
- HR
- Legal/ AP
- Corporate Affairs
- Enterprise Services
- Digital Strategy
- Technology
- Merchandise
  - National Brands
  - Owned Brands
  - Target Plus

Each area of business has different structures, budgets & timelines

*Average Contract = 2 years

- 1½ year out from contract end - capability discovery
- 1 year out - vetting capability calls
- 9 months out - RFI
- 6 months out - RFP
- 3 months - Award

The Process – Overview

What Target typically needs from suppliers

- Company profile and core capabilities
- Signed NDA and other requested documents
- Proposal, pricing, and any other requested information
- Adherence to published timelines
- Fast follow-up during contracting and onboarding

Important consideration for Target

- Fair process allowing all participants the opportunity to be awarded work
    - All suppliers receive consistent information
    - All suppliers are provided the same opportunity to respond
- Target evaluates proposals using total cost of ownership, service, quality, risk, and readiness — not price alone
- Suppliers stay withing the guidelines of the process and limit communication to the Target designated representative

Before Selection

After Selection

1 Prequalification

Initial fit check, supplier details, and required documents before sourcing begins.

2 RFI

Target may gather capability, market, or solution information before formal pricing.

3 RFP

Qualified suppliers receive the scope, requirements, and pricing instructions.

4 MSSB/SSSB/ Auction

Qualified suppliers may enter a fair competitive process with structured feedback and formal Q&A.

5 Contracting | & Onboarding

Selected supplier completes risk review, commercial terms, contracting, and supplier setup.

Illustrative process — exact steps and timing vary by category, scope, supplier readiness, and business need.

Target generally pushes towards fully competitive events, as this gives all suppliers the opportunity to submit pricing and react to market driven feedback

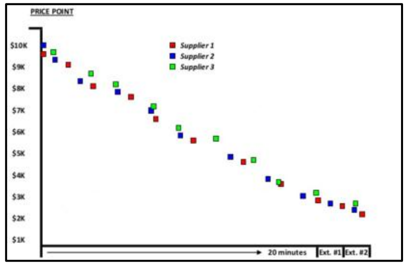
procurement

Competitive Sourcing Event

Auction

A live pricing event where suppliers receive immediate market pricing feedback and business is awarded to best price for Target

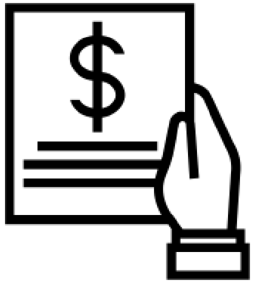
- Target leverages auctions when:
  - When we have several competitive bidders
  - When the pricing model is simple and price is the only deciding factor
  - When RFP pricing submissions are relatively close
- Auctions are the fastest moving competitive sourcing events, & can take different forms



SSSB – Single Stage Sealed Bid

A pricing event where suppliers submit a confidential proposal only once, after receiving feedback from RFP

- Target doesn't use this competitive sourcing event as much as the others, but may use this format when timing is very condensed
- This format essentially gives suppliers only one opportunity to give their best and final pricing directly after RFP
  - There is not an opportunity for further negotiate pricing once the single stage is complete



MSSB – Multi Stage Sealed Bid

A pricing event where suppliers submit a confidential proposal, are provided pricing feedback, and have the opportunity to update their proposal over multiple stages

- A MSSB is the most common competitive sourcing event that Target uses
- This format allows suppliers to see, and react to, market feedback over several stages
- Feedback in this event is typically provided as a % compared to the best bid, or a % necessary to move in order to be best bid
- Pricing may not be the only decision factor in this event type, and suppliers are not given feedback after the final round is complete

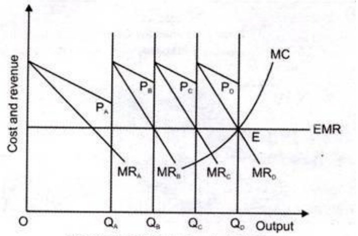


Figure-6: Multiple Product Pricing

Target Supplier Lifecycle

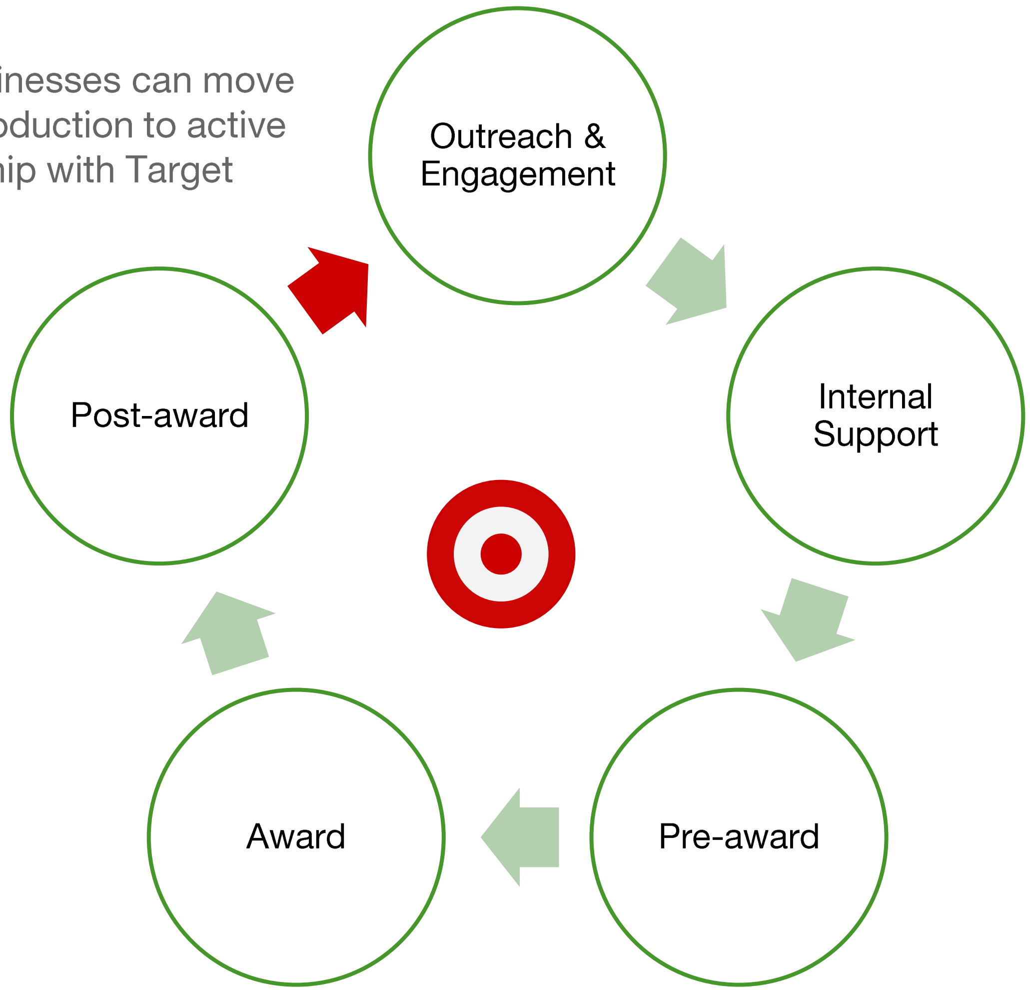
How businesses stand out

1. **Clear capabilities**
   Show what you do best, where you can scale, and why you are different.

2. **Qualification readiness**
   Be ready for confidentiality, onboarding, and risk review steps.

3. **Responsive proposals**
   Answer scope, pricing, service, and capacity questions clearly and on time.

How businesses can move from introduction to active partnership with Target



Qualified suppliers can be discovered, prequalified, invited to compete, contracted, and onboarded.

First Introductions

First contact is about fit and fundamentals—not selling.

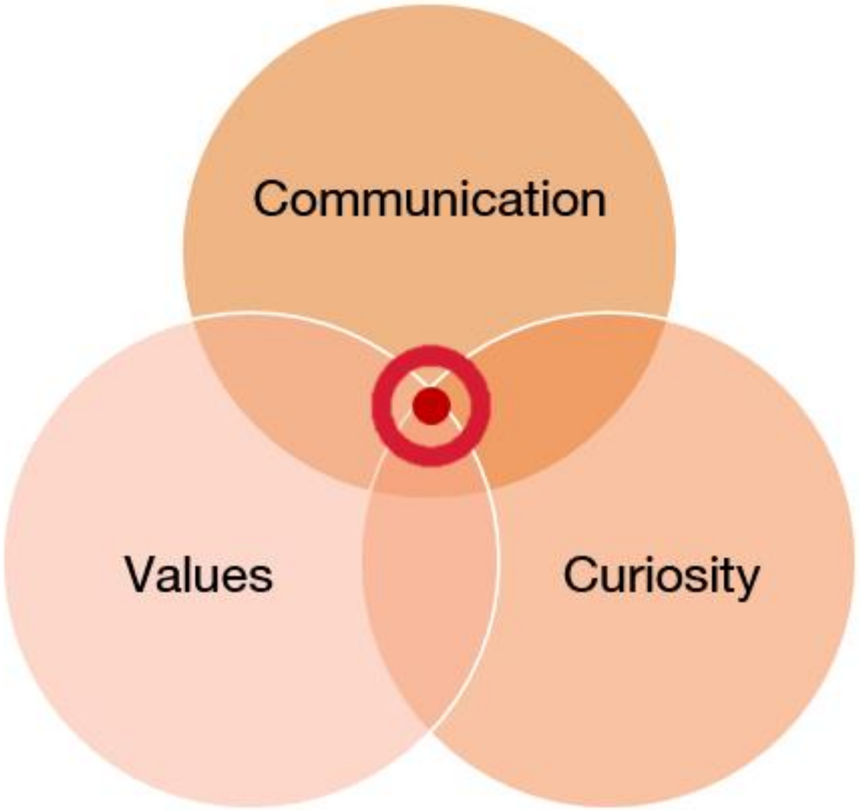
The first interaction with Supplier Engagement sets expectations on both sides. Rather than a sales pitch, this conversation focuses on fundamentals—understanding the supplier's capabilities, maturity, and alignment with Target's needs. This section explores how first connections are initiated, how readiness is assessed, and how early feedback shapes the development journey.

First Introductions

Getting on the radar

Initial outreach, intake, and early conversations to understand fit and readiness.

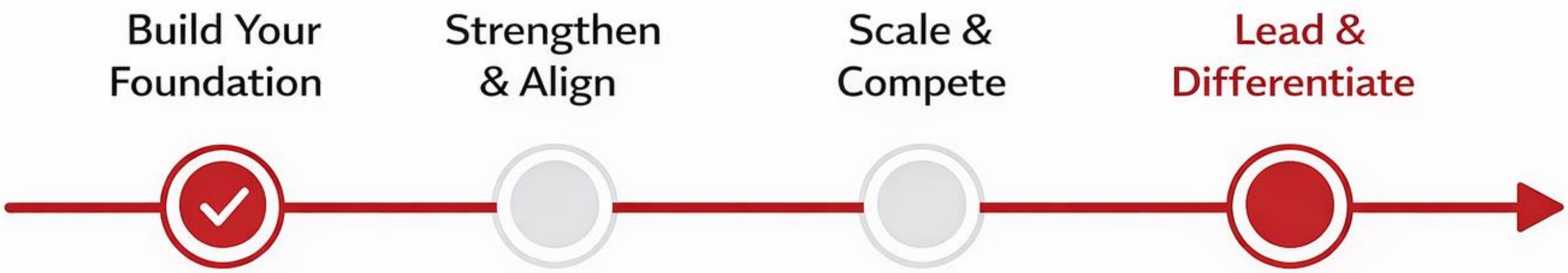
Successful Supplier Relationships



Communication: Clear, respectful, honest, open and proactive

Curiosity: Root cause and problem solve

Values: Prioritize the important factors that impact the decisions made in our business and yours



Build Your Foundation

- Develop a professional statement with your unique selling proposition
- Create a concise 1–2 page capability statement
- Understand key sourcing. processes like RFIs vs. RFPs

Strengthen & Align

- Familiarize yourself with NDAs, Prime Agreements, and SOWs
- Align your offerings to enterprise strategic priorities
- Prepare for invitation- RFI and RFP opportunites

Scale & Compete

- Demonstrate your scalability and operational resilience
- Share pricing models that are sustainable long-term
- Develop relationships across business touchpoints

Lead & Differentiate

- Bring proactive, innovative ideas forward
- Identify cost efficiencies and sustainability improvements
- Communicate measurable and strategic impact

Build Your Foundation

You are establishing clarity and credibility.

Focus Areas:

•Develop a compelling professional statement (USP)
•Create a concise capability statement (1–2 pages)
•Build a focused capability deck (≤12 slides)
•Ensure certification visibility and updated website
•Understand enterprise sourcing basics (RFI vs RFP)

Move Forward When:

•Your materials are polished, current, and tailored
•You can clearly articulate your differentiation in 2 minutes

Strengthen & Align

You are demonstrating business readiness and strategic fit.

Focus Areas:

•Understand NDAs, Prime Agreements, and SOWs
•Read bid documentation thoroughly
•Align to enterprise priorities (innovation, sustainability, operational efficiency)
•Prepare for invitation-based competitive events

Move Forward When:

•You can confidently participate in RFI/RFP processes
•Your pricing and operations are sustainable long-term

Scale & Compete

You are operating as an enterprise-capable supplier.

Focus Areas:

- Demonstrate scalability and capacity
- Share measurable KPIs and case studies
- Sustain pricing over full contract terms
- Build relationships across business touchpoints
- Customize your pitch by audience

Move Forward When:

- You are competing confidently in multi-stage sourcing events
- You are viewed as a strategic partner, not just a vendor

Lead & Differentiate

You are driving value beyond the contract.

Focus Areas:

Proactively bring innovation
Identify cost efficiencies
Integrate sustainability where applicable
Expand across business units strategically
Share measurable impact

Success Looks Like:

Multi-year partnerships
Renewals based on performance
Enterprise-wide collaboration

<u>Self-Reflection</u>

Where are you today?

What is your "Why"

What is your "How"

•Can you clearly define your differentiation?

•Have you participated in competitive sourcing events?

•Can you sustain pricing over full contract terms?

•Do you proactively align to strategic priorities?

Growth is a journey — and we are committed to supporting it.

Strategic Conversations

	1 First Contact	2 Long Story Short	3 Matchmaking	4 The Proposal	5 Grow Together
	GOAL: GET TO THE NEXT CONVERSATION				
Activities	• "Elevator Speech" • Need to quickly convey your unique brand proposition in a 2-3 sentences.	• "Tradeshow Special" • 2 minute overview of your brand, your why, and your positioning and audience	• "One-to-one moment" • 5-7 minutes • Add a little more context on capabilities and success stories	• "To Be or Not to Be" • 10-12 minutes max • Tailored to your audience • Make them confirm their thinking	• "All In" • Post business award • Continued investment in the relationship
Considerations	Who you are: • Share company name, specialization Credibility • Service record • Awards • Current clients	• Be clear on your differentiators • Share High level capabilities • Think/talk in bullet points	• Storytelling begins here • Visuals are important to have • Ask about next steps	• PREPARE – this is the official pitch • They like you enough to listen, make them love you • Think about taking the potential client through a journey and then underscore the information in the RFP	• Co-create the next stage • Start/Stop/Evolve

Value Communication Tools

Pitch	Analogy	Format	Goal	When to Use
Professional Statement	Sentence	Written or Verbal	Compels to next conversation	Introductions and database description
Elevator Pitch	Paragraph	Written or Verbal	Make a connection to further interest	Trade shows, quick meetings, email solicitation
Capability Statement	Short Story	1-2 Page Document	General introductions and initial outreach	Government opportunities, specific opportunity (reads like a resume)
Capability Deck	Novel	Slide Deck	Pitch to an opportunity/ offering - convey business through a complete story, customized to audience	Email proposal to tell your story when you cannot be there and introduction through middleman

Capability Statement Vs. Capability Deck

Capability Statement

- **Purpose:** A concise, high-level overview of a company's core competencies, services, and experience.
- **Use:** It's designed to quickly introduce a company to potential clients and generate interest.
- **Format:** A single-page or two-page document, often in PDF format.
- **Content:**
    - Company overview
    - Core services and solutions
    - Key capabilities and expertise
    - Relevant industry experience and certifications
    - Client testimonials or case studies (if applicable)
    - Contact information

Capability Deck

- **Purpose:** A more detailed presentation that dives deeper into specific offerings, case studies, or proposals.
- **Use:** It's often used to pitch specific projects or opportunities.
- **Format:** A slide deck, typically in PowerPoint or similar presentation software.
- **Content:**
    - Company overview
    - Specific project proposals or case studies
    - Detailed explanations of services or solutions
    - Visual aids like charts, graphs, and images
    - Key performance indicators (KPIs) and metrics
    - Call to action or next steps

Certification is a credibility tool.

How do you show up in databases?

Would you be shortlisted based on information you provide?

Certification boosts your business presence

- Update your website with your certification information – some place that is prominent and easily seen
- Let your client base know you have certified and update registration portals for potential clients
- When participating in networking events & fairs, place the organization's logo in your booth

What to Do & What Not to Do

Do:

- Start with a simple explanation of what you do (Professional Statement)
- Mention classifications & certifications
- Be cognizant of timing, surroundings and other people

Don't:

- Neglect to share pertinent/relevant information
- Forget to attach capability decks
- Forget to forward/reference last communication(s)
- Send "just checking in" emails…
- Devalue the person in front of you