**Naval Undersea Warfare Center**

**(Newport, RI) (NUWC)**

NUWC is the Navy's Research and Development Laboratory for Undersea Warfare Systems. Annual Revenue is typically over $1B dollars.

NUWC's funding comes from large Navy programs for submarines and surface ship's combat systems. About 30 of the NUWC people are sitting in offices of their government customer in Washington, D.C., representing the laboratory's support of the customer.

In many cases, NUWC is the unofficial competition for the program manger's resources with other government laboratories, federally funded research and development centers and government contractors.

In many cases, these other organizations have people highly trained in BD and were losing work to the competition. In many cases, the work really could have been done more competently by NUWC. NUWC asked ASHER to train their 30 people representing their programs in the DC government offices on how to best compete for the available work that was being lost to the competition.

ASHER started by assessing the 30 NUWC people representing their programs in their DC offices of the government customers. As a result of the assessment, half of the DC representatives were replaced with others who had a high talent for BD.

ASHER then trained the 30 people on best practices for BD. In the first year of training, the 30 people brought in $120M dollars in government funding to NUWC.