



# **PREPARING YOUR MARKETING MATERIALS FOR A GOVERNMENT SALES MEETING**

**July 8 2015**

*Presented by the Wisconsin Procurement Institute*



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**Providing expert technical  
assistance to  
FEDERAL, STATE and LOCAL  
GOVERNMENT  
Contractors  
And Subcontractors**

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**A Procurement Technical  
Assistance Center (PTAC)  
Serving the Wisconsin Business  
Community**

Wisconsin Procurement Institute

**WPI Offices located at:**

**Milwaukee County Research Park**

10437 Innovation Drive, Suite 320

Milwaukee, WI 53226

414-270-3600 FAX: 414-270-3610

**Juneau County Economic Development Corp.**

122 Main St - Camp Douglas, WI 54618

608-427-2455 FAX: 608-427-2086

**Western Dairyland EOC, Inc.**

418 Wisconsin St. - Eau Claire WI 54703

608-427-2455 FAX: 608-427-2086

**Fox Valley Technical College – DJ Bordini Center**

5 Systems Drive – Appleton WI 54912

920-840-3771 FAX: 414-270-3610

**Racine County Economic Development Corporation – Launch Box**

141 Main Street, Suite 2, Racine, WI 53403

414-270-3600 FAX: 414-270-3610

**Madison Enterprise Center**

100 S. Baldwin St., Madison, WI 53703

608-444-0047 FAX: 414-270-3610

**Food Enterprise & Economic Development (FEED)**

1219 N. Sherman Ave., Madison, WI 53704

608-444-0047 FAX: 414-270-3610

**Wausau Region Chamber of Commerce**

200 Washington Street, Wausau, WI 54403

920-456-9990 FAX: 414-270-3610

**[www.wispro.org](http://www.wispro.org) - [info@wispro.org](mailto:info@wispro.org)**



UPCOMING EVENTS 

02/26/2015  
FEDERAL PRIME CONTRACTOR GROUP MEETING  
ST. FRANCIS (MILWAUKEE) »

03/03/2015  
SMALL BUSINESS GOVERNMENT CONTRACTING  
SERIES: SELLING TO THE DEPARTMENT OF VETERANS  
AFFAIRS  
WAUWATOSA »

03/04/2015  
ACQUISITION HOUR: LEARNING ABOUT WAWF - IRAPT  
WEBINAR »

03/09/2015  
ENTERING THE GOVERNMENT MARKET - A PRIMER  
RACINE »

03/11/2015  
ACQUISITION HOUR: PREPARING FOR CSPR AUDIT  
WEBINAR »

CURRENT OPPORTUNITIES (7) 

GET STARTED WITH THE BASICS

Questions & answers on how to get started.

Wisconsin Procurement Institute

GET STARTED

SIGN-UP FOR OUR NEWSLETTER

Stay up-to-date with the latest WPI news.

SIGN UP

HAVE A QUESTION? WE'RE HERE TO HELP.

One of our staff of experts is available to answer your questions.

GET HELP

## GET STARTED WITH THE BASICS

Questions & answers on how to get started.

[GET STARTED](#)

## SIGN-UP FOR OUR NEWSLETTER

Stay up-to-date with the latest WPI news.

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## HAVE A QUESTION? WE'RE HERE TO HELP.

One of our staff of experts is available to answer your questions.

[GET HELP](#)

## SERVICES OFFERED BY WPI

- FREE Bid Matching Services
- Individual Counseling and Assistance
- Locating Local, State and Federal Opportunities
- Government Market Strategy Development
- Training in use of Government websites and tools
- Assistance with System for Award Management (SAM) Registration
- Assisting in Market Research Process
- Development of Market Profile
- Small Business Subcontracting Plans-Development, Outreach and Reporting
- Small Group Training
- Outreach and training with Local, State and Federal agencies
- Assist with Pre and Post Award Functions
- Assistance with Agency Specific Contracting Requirements
- Assistance with Contracting Regulations and Requirements, including FAR, DFAR, CFR
- Assistance with GSA Schedule Preparation and Administration
- Assistance with Local, State and Federal Certifications, including:
  - Service Disabled & Veteran Owned Small Business, HUBZone, Woman Owned Small Business, 8(a) Business Development Program
  - State
  - Local
  - DBE
- Bid Review and Submission Assistance
- Proposal and Assistance, Review and Submission Assistance
- Capabilities Statement and Related Government Marketing Material Development
- Assistance in Locating and Developing Teaming Partners and Subcontractors
- Updated Government Market Information

# WHAT IS MARKETING

## WHY DOES MARKETING MATTER?

- **MARKETING** is everything that goes into developing the relationship between your business and the client, including:
  - Market Research
  - Advertising
  - Sales strategy
  - Pricing structure
  - Branding
  - Community involvement
  - Other
- **GOOD - SUCCESSFUL MARKETING** leads to:
  - Good customer/client relations
  - Partnership development
  - Good image and reputation
  - Opportunities and sales
  - Other

# BASIC COMPONENTS OF MARKETING TO THE GOVERNMENT

- **A PLAN – STRATEGY** *[DISCUSSION FOR ANOTHER PRESENTATION]*
- **MARKETING MATERIALS**
  - **REGISTER IN SAM and DSBS** [www.sam.gov](http://www.sam.gov) - FREE and seen by Federal agencies and Prime contractors
  - Business Card – sharing contact information
  - Website - providing current information to potential customers / clients / partners
  - Capabilities Statement – your Executive Summary with focus on the Government customer
  - Elevator Pitch – your short verbal Executive Summary
  - Continuing the Conversation with potential customers / clients / partners
  - OTHER

# THE BUSINESS CARD

- Stand alone representation of you and your business
  - Full Company Name – *Milwaukee Manufacturing*
  - Name and title – *Samantha Stumpf, President*
  - TAG line if company name does not provide description of what company does - *Custom Specialty Metal Parts*
  - Full address (not PO Box) – *Town Industrial Park, 1234 W. Newberry Dr., North Allis, WI 53222*
  - Telephone, email and website – *414-111-2345* and *sstumpf@milwaukeeemfg.com* and *www.milwaukeeemfg.com*
  - Certifications – *Woman Owned, HUBZone Certified Small Business and ISO 9001 and ITAR*
  - NAICS codes /PCS-FSG, NIGP, DUNS, CAGE – state and local if appropriate -  
*http://www.census.gov/eos/www/naics/* -  
*http://support.outreachsystems.com/resources/tables/pscs/* -  
*http://vendornet.state.wi.us/vendornet/asp/CC14\_Form.asp*
  - GSA Schedule number / other long term contracts and contract numbers (IDIQs, OASIS, .....)
  - OTHER – unique features, recognitions, etc.

# THE BUSINESS CARD

- **Appearance**

- Light in color – so recipient can write on
- Not glossy – so recipient can write on
- Not CUTE – this is business
- Leave “white space” for notes by recipients



## Milwaukee Manufacturing

*Custom Specialty Metal Parts*

Samantha Stumpf, President

*Town Industrial Park  
1234 W. Newberry Dr.  
North Allis, WI 53222*

***414-111-2345***

***[sstumpf@milwaukeeemfg.com](mailto:sstumpf@milwaukeeemfg.com)***

***[www.milwaukeeemfg.com](http://www.milwaukeeemfg.com)***

***ISO 9001***

***ITAR***

***Woman Owned  
HUBZone Certified  
Small Business***



***DUNS – 119922883    CAGE – 1FFDA***

***Experienced supplier to the Defense Industry***

***NAICS Codes – 333612, 331492, 332119, 332322***

***FSC/PSC – 18,20,22,23***

*Member: National Defense Industrial Association (NDIA)*

*Recognition: Wisconsin Marketplace –*

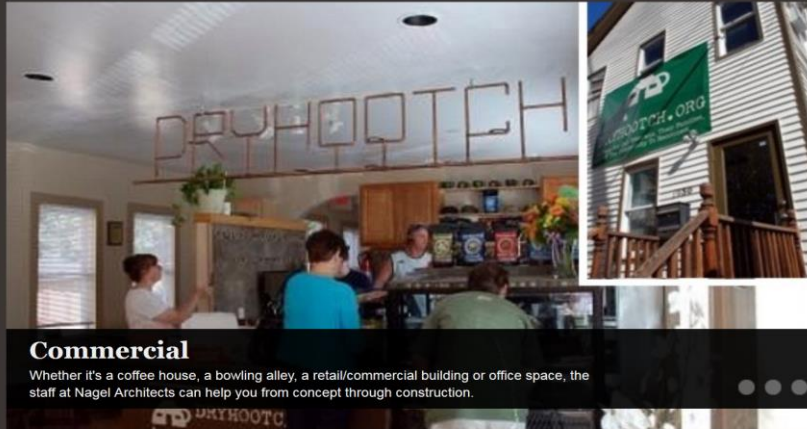
*2013 Woman Owned Business Award Winner*

# THE WEBSITE – a MUST HAVE

- **If you are a serious competitor for Government work – your website MUST reflect information targeted to the Government audience.**
- Break out Government section via TAB or other mechanism
- Link to Capabilities Statement (downloadable)
- About your business in the Government market
- About your product or service in the Government market
- Current news – information about recognition, community service, involvements, press releases, etc.
- Technical information if appropriate
- Conferences that you will be participating in or attending if appropriate
- Experience – past performance examples
- Hot link to GSA – IDIQ type contracts other online purchasing vehicles
- Other information that a Government representative would be looking for



- Home
- Projects
- Firm Profile
- Federal
- Initiatives
- Partnering
- Contact Us



**Commercial**

Whether it's a coffee house, a bowling alley, a retail/commercial building or office space, the staff at Nagel Architects can help you from concept through construction.



- Home
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**Partnering**

**Relationships...**

A true partnership requires both sides to have an investment, and an expected return. Nagel Architects has developed several strong partnerships over the years.



**Fuse Planning + Design** is a Joint Venture of **Facility Elements** and Nagel Architects. Fuse was created to pursue laboratory projects in the public sector and brings the specialized lab planning talents of Facility Elements' Eric Slifer and Steve Leonhardt together with the medical facility experience of Nagel Architects.



Nagel Architects continues to maintain a strong relationship with **IBC Engineering Services, Inc.**, an 8(a) certified Woman owned firm specializing in Mechanical, Electrical and Plumbing Engineering. Nagel Architects and IBC also have a joint venture company, **Integrated Design Group**, our partnership has led to successful projects for VA facilities across the state.



We have also established a relationship in the western part of the country. **Edifice Design and Engineering** is a Joint Venture with **SCL Consulting**, an engineering firm that focuses on Structural, Civil and Landscape Architecture. SCL Consulting has offices in Pheonix Arizona and Milwaukee Wisconsin, making them an ideal partner for projects in the southwestern region.



**Nagel-Reichl** is a joint venture with **Reichl Construction**. Currently this joint venture is responsible for the construction of a new Community Living Center at Clement J. Zablocki VA Medical Center in Milwaukee Wisconsin. This partnership brings the core strengths of N2 Construction and Reichl Construction together, creating an exemplary team that is ready for the largest construction projects.

**TAPCO**  
FEDERAL 

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Contact our team  
**Call 1-800-236-0112**  
 (8am-5pm CST)

[Contact our team](#)

 **Contracts & Agreements**

[Learn More](#) 



We want to be your primary supplier of traffic and parking control items while making it as easy and economical for you as possible. GSA Advantage has been the most reliable and proven source for thousands of Federal purchasers worldwide offering the most comprehensive selection of approved products and services from GSA/VA Schedules as well as all GSA Global Supply products. TAPCO is a complete supplier of traffic & parking goods for the GSA Advantage buyers. TAPCO prides itself on customer service & your complete satisfaction is guaranteed. Please call **1-800-236-0112** or [email us](#) with any questions.

### TAPCO Federal Features & Benefits

- Complete supplier of traffic & parking goods for GSA Advantage buyers
- Access to contract ordering information, terms and conditions and up-to-date pricing is available through [GSA Advantage!](#)



## KPH Government Construction

### KPH Government Construction

KPH Construction has a long history with local, state and federal government. We are cleared at the highest levels to immediately perform government construction and environmental work without delay for the General Services Administration (GSA), Veterans Administration (VA), Air National Guard, Small Business Administration (SBA), Federal Aviation Administration (FAA), Federal Bureau of Investigation (FBI), Secret Service, Central Intelligence Agency (CIA), the Department of Transportation (DOT), just to name a few.

KPH has been awarded several multi-task contracts:

- Indefinite Delivery/Indefinite Quantity (IDIQ) contract with the GSA for three zones in the state of Michigan
- Noise Management Program (NMP) for the area surrounding Milwaukee's Mitchell International Airport – an FAA-funded sound mitigation program to provide improvements to windows, doors, insulation, indoor air quality (IAQ), electrical and mechanical upgrades to 574 homes and multi-family properties
- Six-state Region 5 GSA contract for general contracting

#### General Contracting

KPH Construction is a licensed commercial general contractor, providing successful management and self-performed services

Type and hit enter to search

### GOVERNMENT TEAM



**Steve Madziarczyk** *Exec. Vice President, Construction*

[EMAIL >>](#)

### CONTACT US

[Sign up for our e-newsletter](#)

#### Wisconsin - Corporate

1237 West Bruce Street  
Milwaukee, WI 53204  
phone 414-647-1530



Energy Efficient Lighting for all applications



### Projects

Energy Tech Solutions, LLC has sold LED lighting lamps and fixtures in all 50 US States and 15 foreign countries. Here is a representation of the clients that we work with:

- American Family Flagship
- Baxter Healthcare
- Memorial Medical Center
- NASA
- USDA
- Orange County Convention Center
- CED
- WESCO
- HD Supply
- Cathedral of Faith
- CB Richard Ellis
- Lincoln Harris
- Graybar



# THE CAPABILITIES STATEMENT

- **Five key elements are included in a successful capability statement:**
  - *1. Core competencies*
  - *2. Past performance*
  - *3. Differentiators*
  - *4. Corporate data*
  - *5. Contact information*
- A Capability Statement should also include your firm's name, logo, tag line and other branding elements. It should be free of long paragraphs but instead, should use short sentences and bulleted lists for quick review. We recommend that you customize your CAPE's for various market segments. You should not itemize or number your CAPE statement but should include ALL 5 elements.

# THE CAPABILITIES STATEMENT

## **1. Core Competencies**

Begin this section with a short introduction statement relating the company's basic capabilities to the customer's specific needs utilizing bullet points. This is NOT everything a firm is capable of doing. Focus on what is important to your potential customer.

## **2. Past Performance**

In this section you want to highlight your past experience. Include past customers (if they approve) for whom your business has done similar work. Focus on projects that will highlight the capabilities your potential customer will be looking for. Each listed reference should include: the organization name, location, project name or contract, month/year completed, a brief sentence describing work performed. **CRITICAL** – always ask permission to use this information from the past customer! **ALSO** – do not include any contact information or value of project. Also include if your projects or your work have received recognition.

# THE CAPABILITIES STATEMENT

## 3. Differentiators

- Why should I pick YOU?
- How is your company best suited for the needs of your potential customer?
- What is it about your product / services that make you stand above the rest?
- What is it about your people that give you the advantage over your competitors?
- Why are your products / services a better solution than the others that are available?
- Are you or your firm active members of business or philanthropic organizations or participate in community, STEM (Science, Technology, Engineering and Math), business or youth initiatives?

## 4. Company Data

Include one or two short sentences about your company. This is the section where you would include:

- *Socio-economic program certifications including - Federal, State, Local and Corporate - including 8(a), HUBZone, SDVOB, DBE, etc.*
- *NAICS / NIGP / PSC-FSC codes (all but limit to 12 or so) do not include code descriptions*
- *DUNS number / CAGE code (if you have one)*
- *Acceptance of Credit Cards for payment(if applicable)*
- *Current Federal GSA Schedule or IDIQ / long term contract / agreement number(s)*
- *State / Local long term contracts*

# THE CAPABILITIES STATEMENT

## **5. Contact Information**

Your contact information should include a specific person(s) in your organization that could be contacted if there is interest in following up with your organization.

- *Full name of organization (include if division of a parent company)*
  - *Individual contact and title*
  - *Address (physical location as listed in your DUNS profile, not a PO Box)*
  - *Telephone (main and cell)*
  - *Email(s) of individuals listed*
  - *Company web site*
- 
- ***We would suggest that you have someone review prior to FINAL***
  - ***DO NOT INCLUDE ANY REFERENCES OR DETAIL or other competitive information***

***CLARITY – MESSAGE – APPEARANCE – FOCUS***



## The Really Great Construction Company LLC

*Leaders in Energy Saving Building Renovation*

7523 North Concrete Avenue  
Cement, WI 53222  
414-222-0000

[www.reallygreat.com](http://www.reallygreat.com)

Joel Tallbuild, Project Manager, [j.tallbuild@rgcc.com](mailto:j.tallbuild@rgcc.com)

Since 1962, the Really Great Construction Company has been a leader in providing the best energy savings building renovations in the world. RGCC prides itself on having a highly skilled and experienced staff that can take a project from design to completion within budget, on time and provide you with long term energy savings. **RGCC is a small business with experience in successfully teaming on Federal and State projects.**

### PAST PROJECTS

- Large VA Hospital (WI)
- USDA Lab Rehabilitation (OH)
- Base Lighthouse Upgrade (MI)
- Federal Courthouses (IN)
- County Facility (MN)
- Military Base Housing (KY)

### CAPABILITIES

- Solar panel installation
- Boiler and sheet metal
- Temperature controls
- Energy Analysis
- Underwater turbine integration
- Water pump installation

### The Really Great Construction Company LLC is

- LEED Certified
- Licensed
- Bonded
- Insured
- Certified Safety Program
- Confined Space Entry Program
- EPA Reclamation Program
- Quality Control Program
- Green qualified
- "TQM" Total Quality Management – USACE

### NAICS CODES

- 237130 Alternative Energy
- 238220 Boiler Installation
- 541330 Engineering Services

**Winner of the 2010 BEST  
ENERGY SAVING BUILDING  
RENOVATION IN THE  
COUNTY**

### FSC / PSC Codes

- Z -- Maintenance, repair, and alteration of real property



## Markets - Government

### Capability Statement

**Ictect, Inc**

2320 Renaissance Blvd # 226  
 Sturtevant, WI 53177

[www.ictect.com](http://www.ictect.com)

Contact: Pradeep Jain  
 President

Tel: 262.898.7277 x568

Mobile: 414.218.5612

Fax: 262.995.7346

Email: [Pradeep.Jain@ictect.com](mailto:Pradeep.Jain@ictect.com)

**NAICS:**

511210 Software Publisher

561410 Document Conversion

541512 System Design

541511 Custom Programming

518210 Data Processing

519130 Portals/Internet  
 Publishing

541519 Other Computer Related  
 Services

541611 Administrative  
 Management and General  
 Management Consulting Services

611710 Educational Support  
 Services

**Cage Code:**

SZTMS

**DUNS:**

826099474

Small Business

**GSA Contracts:**

Schedule 70: [GS-35F-0346Y](#)

Schedule 36: [GS-03F-0045Y](#)

**Patents:**

US Patent 7,251,777



**SUMMARY:**

Ictect, Inc. specializes in developing Document Preparation solutions for Department of Defense and other Federal Agencies using a newly developed technology. Our solutions significantly reduce the cost of document preparation, updates and compliance with guidance (such as AF133-360 or DCAAM 5025.15), while maximizing the document security and currency. With our GSA contracts, we offer Document Architecture, Information Technology (Schedule 70) and Document Processing services (Schedule 36).

**CAPABILITIES:**

- Document preparation solutions
- Publications Management solutions
- Document conversion services (XML, SGML, etc.)
- Document processing services, including section 508 compliance
- ePUB and eBook creation services
- Unstructured information management
- Knowledge worker productivity solutions

**PAST AND CURRENT CLIENTS:**

- **United States Air Force:** Process public directives, policy documents, manuals and other materials
- **Defense Contract Audit Agency:** Publications Management
- **The Joint Commission on Accreditation of Healthcare Organizations:** Standards documents
- **The World Bank:** Streamlined process of managing process flow documents
- **The City University of New York:** Web-publishing of policy documents
- **General Growth Properties:** Automation of contract documents
- **Cushman and Wakefield:** Preparation of property appraisal documents
- **Nelnet Peterson's:** Streamlined publishing reference documents

**DIFFERENTIATORS:**

- Unique patented methodology allows for faster solution implementation
- Our technology allows for in-sourcing of complex tasks while reducing costs
- We have in-depth familiarity with DOD publication standards such as AF133-360 or DCAAM 5025.15.
- Easy to use product, based on Microsoft Word.
- We use highly automated XML process, thus giving your organization "Single Source of Truth" and "Multi-Channel Delivery".

**Links**

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[Case Studies](#)

**Tags**

Air Force CMS  
 Content Architecture  
 Conversion  
 Intelligent Content  
 Publishing Word to XML  
 Training Word XML

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# THE ELEVATOR PITCH

- LESS than 30 seconds
- Tight and to the point
- YOU CAN NOT DO EVERYTHING
- Start with what is most important – it is not your certification
- Practice
- **It is NOT about you – it is about your potential customer**
- **ADAPT**



# Continuing the Conversation

- **Initial 1 minute plus pitch – Start of a ONE ON ONE meeting**
  - Know what the buyer's company does and how you would fit
  - Know what is important to the buyer
  - Who you are
  - What you do – REMEMBER YOU CANNOT DO IT ALL
  - Have you done any work with the government before
  - What makes you special – competitive edge
  - Keep it business
- **5 minute pitch – should include a visual of some kind then ADD**
  - WHAT CAN YOU DO FOR THEM
  - A bit of history
  - Capacity
  - Past work
  - What makes you special – management team, design capabilities, relationships.....
  - Other as appropriate
- **15 minute pitch – more visual**
  - Mission – vision
  - Increased specifics depending on what is being sold
  - Other



# OTHER

- Press releases – news articles
- SOCIAL MEDIA - Facebook, LinkedIn, Twitter, Pinterest, other
- Awards
- Participation in trade, chamber, philanthropic organizations
- Presentations and education – you are the expert
- Be a mentor to others
- Take opportunities to talk about your business



# 9<sup>th</sup> Annual Volk Field Small Business Conference

CONTRACTING IN TIMES OF  
EMERGENCY, DISASTERS AND CRISIS  
July 29 – 30, 2015 – Camp Douglas, WI

Search this site

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- Award Winners
- Accommodations and Directions
- Pre-Event Grants Workshop

## Contracting in Times of Emergencies, Disasters and Crisis

### About

Topics include:

- Contracting Opportunities in Emergency Preparedness and Disaster Relief
- Networking and Roundtables
- Growing your Business Capacity and Capabilities
- Capabilities Statement Competition and Exhibit
- Current Issues in Government Contracting
- Financing and Bonding for your Small Business
- Social Media and Data Security
- Presentations by the U.S. Small Business Administration (SBA), current contractors, Federal and State Agencies

### Registration

Registration is OPEN.

Please note: rates will change July 10, 2015.  
Click here to [Register for Event](#).

For additional information regarding registration, contact David Olson at [608-427-2445](tel:608-427-2445) or by email by clicking [here](#) or Joe Smetak at [414-270-3600](tel:414-270-3600).

**PLEASE NOTE:** Registration is required, and the registration fee does not include transportation or lodging. However, some meals are included.

**Questions about the program?**  
Contact David Olson at [davido@wispro.org](mailto:davido@wispro.org) or [608-427-2455](tel:608-427-2455) or Joe Smetak at [414-270-3600](tel:414-270-3600).

### Location

The Annual Volk Field Small Business Conference takes place on base at Volk Field each year in Camp Douglas, WI.



**Volk Field Air National  
Guard Base  
100 Independence Drive,  
Building 475  
Camp Douglas, WI 54618**

# ASSISTANCE:

## Wisconsin Procurement Institute

- Joseph Smetak – 414-270-3600 / [josephs@wispro.org](mailto:josephs@wispro.org)
- [www.wispro.org](http://www.wispro.org)