



A Procurement Technical
Assistance Center (PTAC)

A large photograph of the Wisconsin State Capitol building at dusk. The building is illuminated with warm lights, and its green dome is a prominent feature. The sky is a deep blue, and trees with autumn foliage are visible in the foreground.

DEVELOPING MARKETING MATERIALS FOR GOVERNMENT SALES

March 13, 2018 – Milwaukee, WI



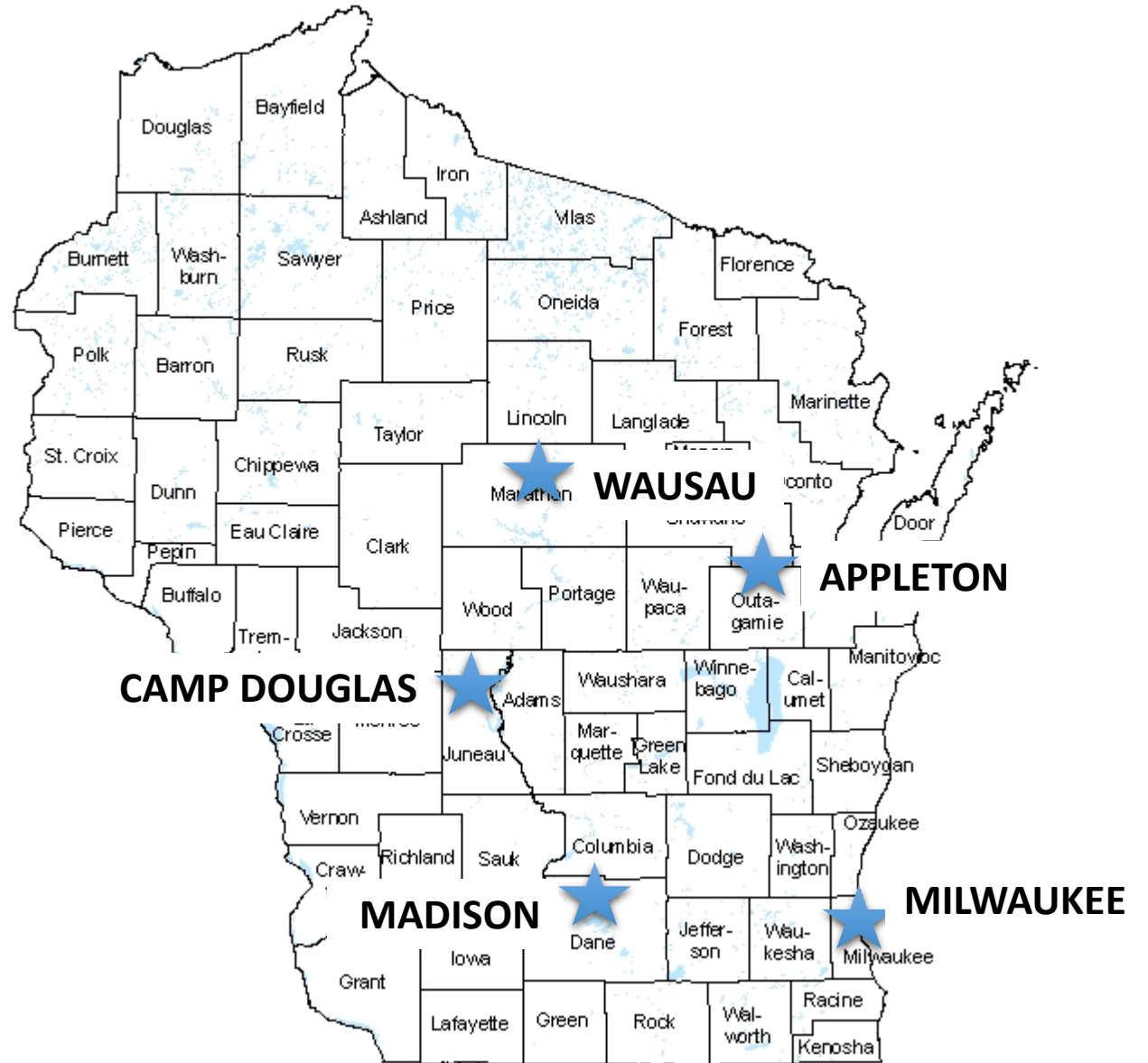
ABOUT WPI SUPPORTING THE MISSION

SERVING WISCONSIN
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Assist businesses in creating,
development and growing their sales,
revenue and jobs through Federal, state
and local government contracts.

WPI OFFICE LOCATIONS

- MILWAUKEE – *Technology Innovation Center*
- MADISON –
 - *Madison Enterprise Center*
 - *FEED Kitchens*
- CAMP DOUGLAS – *Juneau County Economic Development Corporation (JCEDC)*
- WAUSAU – *Wausau Region Chamber of Commerce*
- APPLETON – *Fox Valley Technical College*



CURRENT EDITION OF THE WPI NEWSLETTER

www.wispro.org

UPCOMING EVENTS 

- MARCH 13 2018
FEDERAL ACQUISITION REGULATIONS (FAR) REVIEW - SESSION 5: PARTS 13-14
- MARCH 13 2018
DEVELOPING YOUR MARKETING MATERIALS FOR GOVERNMENT SALES MILWAUKEE »
- MARCH 13 2018
ACQUISITION HOUR: INFORMATION MANAGEMENT FOR FEDERAL CONTRACTORS
- MARCH 14 2018
ACQUISITION HOUR - INTRODUCTION TO CERTIFICATIONS AVAILABLE TO WOMAN OWNED BUSINESSES
- MARCH 20 2018
FEDERAL ACQUISITION REGULATIONS (FAR) REVIEW - SESSION 6: PART 15

CURRENT OPPORTUNITIES (1) 

GET STARTED WITH THE BASICS

Questions & answers on how to get started.

SIGN-UP FOR OUR NEWSLETTER

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

HAVE A QUESTION? WE'RE HERE TO HELP.

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

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 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 WE WILL BE DISCUSSING TODAY

- What the government looks for in a contractor
- Important elements in developing your marketing materials
- What materials do you need when marketing to the government
- Crafting a strong capabilities statement
- Use of social media – [PeroDigm Design Studio]

WHAT THE GOVERNMENT LOOKS FOR IN A CONTRACTOR

WHAT THE GOVERNMENT LOOKS FOR IN A CONTRACTOR

- Established business
- Management team
- Good past performance
- Relevant past experience
- Knows that they CANNOT DO EVERYTHING – understands their capabilities
- Adequate resources – Financial – Facilities – Equipment

WHAT THE GOVERNMENT LOOKS FOR IN A CONTRACTOR

- Record of personal and business integrity and ethics
- Possesses needed technical credentials
- Small business certifications (if appropriate)
- Internet capable and comfortable
- Capacity
- Researchable - verifiable

IMPORTANT ELEMENTS IN DEVELOPING YOUR MARKETING MATERIALS

KEY ELEMENTS

- Understanding of your government customer – Federal, State, Local, Prime – they differ – which will you be targeting
- Understanding of the government market, priorities and opportunities – which will you be targeting
- Understanding your place in your industry – who are your competitors
- Understanding your businesses true capabilities, capacity and total company business and marketing plan (remember this is only ONE customer) – what are you offering
- Understanding your goals – targeted ROI

WHAT MATERIALS DO YOU NEED WHEN MARKETING TO THE GOVERNMENT

WHAT PREPARED MARKETING MATERIALS DO YOU NEED

- Business card
- Capabilities statement
- Website
- Prepared verbal introduction of your business
- Prepared verbal “about your business”
- Social media (later on that)
- And if Federal / Federal prime market is target – register in www.SAM.gov and inside SAM <http://dsbs.sba.gov>

CONSIDER MULTIPLE IDENTITIES



**ONE FOR GOVERNMENT AND ONE
FOR COMMERCIAL SALES –
DIFFERENT CUSTOMERS –
DIFFERENT MARKETING CRITERIA
AND FOCUS**



YOUR BUSINESS CARD

BUSINESS CARD

- **CLEARLY** states what your business DOES – use a tag line if necessary
- **COMPLETE** contact information including street address, telephone and email
- **NAICS** codes – **NIPG** codes – DUNS – CAGE CODE
- Website
- Small business designations – small, HUBZone, SDVOSB, MBE.....
- Quality level, ITAR, other technical and professional certifications of value to market
- **ALSO**
 - Professional in appearance – include logo
 - Light colored background - Non glossy paper
 - If recent “award recipient” – would need to be recognizable



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

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

CRAFTING A STRONG CAPABILITIES STATEMENT

CAPABILITIES STATEMENT

A concise one page document that clearly and effectively communicates your capabilities to potential government customers.

It should include:

- Company Data
- Core Competencies
- Key Information
- Differentiators
- Past Performance

CAPABILITIES STATEMENT

A GOOD (GREAT) CAPABILITIES STATEMENT IS CRITICAL

- Provides a concise summary for review and initial decision
- Identifies key points of interest and focus – example past experience, certifications
- Highlights your strengths and successes
- Reflects your “preparedness” and business maturity
- Provides an outline for you during initial discussions

A BAD CAPABILITIES STATEMENT – CAN QUICKLY CLOSE DOORS

CAPABILITIES STATEMENT

COMPANY DATA

- Small business program designations – Federal, State, Local and Corporate
- NAICS, NIGP, PSC-FSC codes – limit to no more than 12 AND do not include descriptions if space is limited
- DUNS and CAGE code numbers
- Accept credit cards?
- Long term government agreements – such as GSA (include numbers)

CAPABILITIES STATEMENT

CORE COMPETENCIES

- Start with a short introductory statement
- Use bullet points to highlight the **CORE COMPETENCIES** that fit the **CUSTOMER**

Example:

Since 1962, the Really Great Construction Company has been a national leader in providing renovations that maximize energy savings and space utilization. RGCC prides itself on having a highly skilled and experienced staff, excellent safety record and has the reputation of completing projects on time and on budget. RGCC is a small business with experience in teaming on Federal and State projects. RGCC has unique capabilities in:

- Solar panel installation
- Boilers and sheet metal upgrades
- Energy Analysis

CAPABILITIES STATEMENT

DIFFERENTIATORS

- WHY SHOULD THEY PICK YOU!
- AND IT IS NOT because of your certifications
- What sets you apart from your competitors [this is where the “homework” comes in]
 - Expertise and experience of your staff
 - Past performance
 - Technology – process that provides cost savings
 - You have contacts and relationships that support your success in bringing partners and team members to projects
 - Your product is the BEST because.....
 - You are able, and have the reputation, to work with the customer to solve problems [not create them]

CAPABILITIES STATEMENT

PAST PERFORMANCE

- Target your past performance to the customer
- Include the most current work with the government
- If you have not had work with the government – focus on work you have done with prime contractors
- If you are **new** to the market – include work that is most similar to what the government is buying [this is where your “homework comes in”]
- DO NOT include any contact detail – you can provide that later if requested
- Do not mention any customers by name without their permission
- Include recognition for recent, related past work

CAPABILITIES STATEMENT

CONTACT INFORMATION

- Direct contact information – name of individual and title
- Email address – on the individual – NOT .gmail or .yahoo – get a business email
- Address – street address – NOT PO BOX
- Telephone – office AND cell
- Website and social media links

CAPABILITIES STATEMENT

A FEW MORE THINGS

- **HAVE SOMEONE REVIEW BEFORE USING** – check for spelling, grammar, general appearance and overall accuracy
- Include your logo – really need one
- Include some select graphics of product or past work that supports your message
- Keep it business
- **DO NOT INCLUDE ANY** competitive information
- Prepare in WORD or other program that will allow you to easily modify and update – **THIS SHOULD BE A LIVING DOCUMENT**

CLARITY – MESSAGE – APPEARANCE – FOCUS and is consistent with your website, business card and verbal message

- **EVERY CAPABILITIES STATEMENT WILL BE UNIQUE IN APPEARANCE AND CONTENT – it should reflect your company and your work**
- **IT IS IMPORTANT THOUGH TO INCLUDE ALL THE ELEMENTS WE DISCUSSED**
- **IT SHOULD REFLECT YOUR COMPANY'S IDENTITY AND BRAND**
- **IT CAN BE SIMPLE – MUST BE INFORMATIVE**
- **And SHOULD LOOK GOOD**



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

Joel Tallbuild, Project Manager, 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

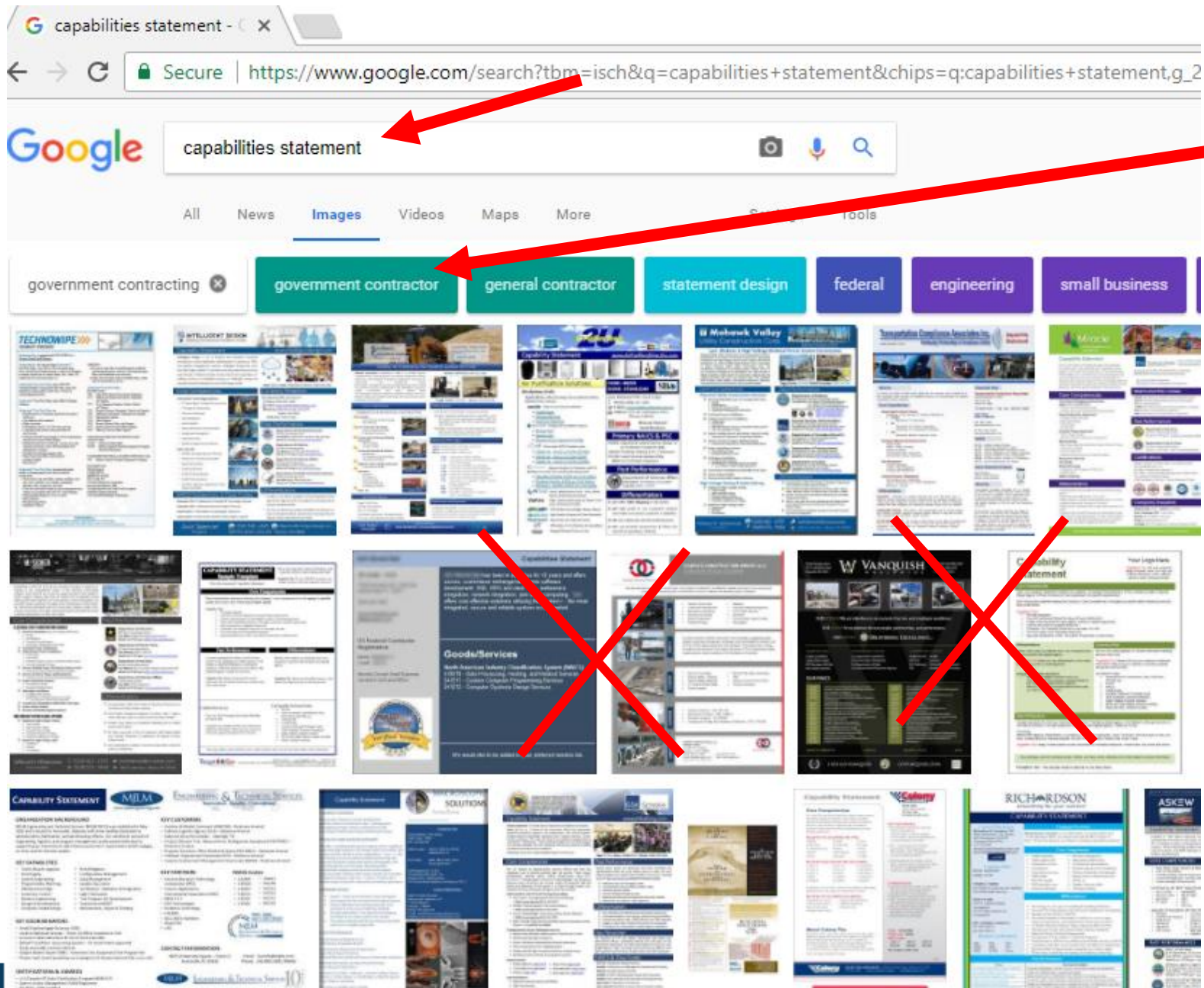
- 237130 Alternative Energy
- 238220 Boiler Installation
- 541330 Engineering Services

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

FSC / PSC Codes

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





Recommend light color background – allows for note taking and comments

YOUR WEBSITE

WEBSITE

- **YOU MUST HAVE ONE - WHY ??** – you need to be found and found out about – there are some “free” starter options
- Your website should highlight what a potential customer would want to know about you – remember when we started this session we discussed what a buyer looks for
- Consider separating the GOVERNMENT piece in a separate tab or section
- It can be simple and easy
- CAUTION – you may be doing work that is sensitive to an agency or prime – careful about bragging on your website. Consider using descriptive words such as “defense contractor” or “worked on the I-94 project”

WEBSITE

- Include information on your certifications
- Include information on any long term contracting vehicles that you may have – example GSA
- Graphics showing product or service
- KEEP CURRENT
- If appropriate include recognitions, press releases / news stories, current community work (support), positive leadership activity (ex. welcoming new VP)
- ALL TIES BACK TO what information would be of value to someone looking at your website

TAPCO Federal

- Explore All Products ▶
- Products Available Online
- Federal Contracts ▶
- Resources

[Request More Information](#)

Call 1-800-236-0112
(8am-5pm CST)

Federal Contracts

We have a variety of contract agreements available to the

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TAPCO is amongst the nation's largest sign manufacturers and we specialize in customized military signing. All signs are TAPCO Made® in Milwaukee, WI according to Federal Specifications.

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Clients

LIST OF OTIE CUSTOMERS

Federal

US Air Force

AFCEC (Air Force Civil Engineer Center)
Beale AFB
Dyess AFB
Patrick AFB
Space Command, 45th Space Wing
Vandenberg AFB

US Army Corps of Engineers

Albuquerque District
...

State/City

Wisconsin

City of Greenfield
City of Hartford
City of Milwaukee
City of St. Francis
City of Waukesha
City of West Allis
Marinette County
Milwaukee County
Milwaukee Metropolitan



Belonger Corporation
MECHANICAL & PLUMBING CONTRACTOR

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VA Radiology
VA Medical Center
USDA Lab Hood Exhaust
Ft McCoy Headworks Bldg
Great Lakes Navy HVAC Renovations Bldg 523
Amtrak
Mauthe Lake
Waukesha Fire Station
Harley Davidson
Potawatomi Casino
Federal Courthouse
Parklawn Assembly of God

Lab Hood Exhaust Project, USDA Forest Products Lab, Madison WI, United States Department of Agriculture

Belonger was responsible for design and construction services to correct laboratory chemical fume hood exhaust deficiencies at the Forest Products Laboratory in Madison, Wisconsin. The 66 fume hood systems are dispersed among four buildings and are served by individual and combined exhaust fan systems, and various associated support equipment. Fume hood exhaust systems in these buildings were repaired, modified, combined or otherwise altered to ensure compliance with NFPA 45 "Fire Protection for Laboratories Using Chemicals," and ANSI/AIHA Z9.5, "American National Standards for Laboratory Ventilation," and "Industrial Ventilation, A Manual of Recommended Practice." Typical deficiencies corrected include: tying in fume hood systems to general exhaust systems; extending exhaust stack far enough above the building roofline to reduce the potential for harmful fume hood exhaust to enter the building supply air intake; correct improper exhaust air volumes. Also included in this project were improvements to correct the deficiencies to exhaust fans, modification of ductwork, roof patching, alteration of exhaust



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Used | Customized | Buy | Customize

VERBAL INTRODUCTION

PREPARED VERBAL INTRODUCTION OF YOUR BUSINESS

- SHORT and TIGHT introductory statement – maybe 30 seconds or so
 - Who you are
 - What you do
 - KEEP IT BUSINESS
 - Try it – refine it – try it – refine it – until you feel it is just right

Good afternoon. Example - My name is Red Green, President of the Green Barge Company based in Jacksonville, Florida. Our company specializes in shoreline clean up and reconstruction.

PREPARED VERBAL “ABOUT YOUR BUSINESS”

You would use this as your discussions continue or if you are in a situation where a longer opening is available and appropriate – 1 – 2 minutes

*My name is Red Green, President of the Green Barge Company based in Jacksonville, Florida. Our company specializes in shoreline clean up and reconstruction. We are currently working with the **USACE** on repairing areas on the St. Josephs River damaged after **Hurricane Irma**. Green Barge is **certified as a HUBZone** with **10 years of experience** in shoreline work. We have an experienced crew with a **superior safety record**.*

PREPARED VERBAL “ABOUT YOUR BUSINESS”

- You should **NOT** add “negative” qualifiers at this point such as
 - This is your first government work – talk about your commercial success
 - You have issues of any kind – will want to disclose that information, but not in the initial conversation

What not to do

My name is Jack Smith, President of the Smith Manufacturing Corp. We are based in Milwaukee, WI. We have a floor full of equipment that can be used to fabricate parts up that are up to 3 feet long. We are not ISO but we do check every part. We tried government work a few years ago, but it did not get us any work. So I am looking for some long term contracts.

MORE ABOUT THE VERBAL PART

- DO YOUR HOMEWORK - it impresses AND is at some level expected
- Remember that when you are speaking to a buyer of government / prime representative – they talk to MANY companies. Respect their time and understand they may not remember you the first couple of times. **RELATIONSHIP BUILDING TAKES TIME.**
- Don't have a CHIP on your shoulder – it shows quickly
- Don't look like you just got out of bed
- Be confident not arrogant
- This is BUSINESS

A FEW OTHER THINGS

- If you will be targeting FEDERAL AGENCIES or FEDERAL PRIME CONTRACTORS, register in WWW.SAM.GOV and inside SAM <http://dsbs.sba.gov> [US SBA Dynamic Small Business Search]
- Some websites for your market research
 - www.usaspending.gov
 - <https://vendornet.wi.gov/>
 - <http://city.milwaukee.gov/Purchasing#.WqPLvujwbIU>
 - <http://county.milwaukee.gov/Procurement7902.htm>
 - <https://www.mmsd.com/procurement>

USE OF SOCIAL MEDIA



CLOSING COMMENTS

- Understand your market – Federal, State, Local, Corporate
 - Current issues
 - Possible challenges
 - How it works – at least the basics
- Understand your customer – the better you understand what they are looking for and how they work, the better you can target your marketing materials
- Come to meetings and events prepared with your business card, capabilities statement and verbal introduction – don't lose the opportunity

CLOSING COMMENTS

NETWORK – NETWORK - NETWORK



UPCOMING TRAINING - EVENTS

UPCOMING EVENTS

[Federal Acquisition Regulations \(FAR\) Review](#) – Tuesday Evenings –
Webinar

[Society of American Military Engineers \(SAME\) Joint Industry Days
and Federal Agency Forum \(JIDFAF\)](#) – April 9 – 10, 2018 –
Northbrook, IL

[Federal Acquisition Regulations, Understanding the Basics](#) – April
11, 2018 – Iron Mountain, MI

[Preparing a Winning Government Proposal](#) – April 26, 2018 –
Milwaukee, WI

**REGISTER NOW - SAME JOINT
INDUSTRY DAYS & FEDERAL
AGENCY FORUM - APRIL 9 & 10**

UPCOMING EV

MARCH 6 2018
FEDERAL ACQUISITION
SESSION 4: PARTS 10-

MARCH 13 2018
FEDERAL ACQUISITION
SESSION 5: PARTS 13-

MARCH 13 2018
DEVELOPING YOUR M,
GOVERNMENT SALES
MILWAUKEE »

MARCH 13 2018
ACQUISITION HOUR: IN
FEDERAL CONTRACTC

MARCH 14 2018
ACQUISITION HOUR – I
CERTIFICATIONS AVAIL
BUSINESSES

CURRENT OFF



SOCIETY OF AMERICAN MILITARY ENGINEERS (SAME) JOINT INDUSTRY DAYS AND FEDERAL AGENCY FORUM (JIDFAF)

APRIL 9, 2018 NORTHBROOK

Start Date	April 9, 2018
End Date	April 10, 2018
Facility	Hilton Chicago/Northbrook
Address	2855 N Milwaukee Ave, Northbrook, IL 60062
Contact Info	Joseph Smetak josephs@wispro.org 414-270-3600
Details	Read More Information
Agenda	View The Agenda
Register Online	Register for Event

Supporting Small Businesses in Construction, A/E, Environmental and Related Trades / Services ** Formerly known as the SAME Midwest Small Business EXPO.

Registration now open! Visit the conference website for additional information: <https://samejidfaf.org/>



[REGISTER](#)

Society of American Military Engineers
(SAME) Lake Michigan & Chicago Posts

Wisconsin Procurement Institute (WPI)

ADDITIONAL EVENTS

- [Federal Acquisition Regulations \(FAR\) Review](#) – Tuesday Evenings – Webinar
- [Preparing a Winning Government Proposal](#) – April 26, 2018 – Milwaukee, WI

ACQUISITION HOUR LIVE WEBINAR SERIES

- March 14, 2018 – **Introduction to Certifications Available to Woman Owned Businesses** – [CLICK HERE](#) for additional information – presented by Kim Garber – Wisconsin Procurement Institute (WPI)
- March 27, 2018 – **Update on Federal Hour Wage Labor Laws** – [CLICK HERE](#) for additional information – presented by Corey Walton, Community Outreach and Resource Planning Specialist – U.S. Department of Labor/Wage & Hour Division
- March 27, 2018 – **Growing Your Small Business With the Disadvantaged Business Enterprise (DBE) Program** – [CLICK HERE](#) for additional information – presented by Benjamin Blanc – Wisconsin Procurement Institute (WPI)
- March 28, 2018 – **Cyber Security for Current and Prospective DOD Contractors and Subcontractors** – [CLICK HERE](#) for additional information – presented by Marc Violante – Wisconsin Procurement Institute (WPI)

ACQUISITION HOUR LIVE WEBINAR SERIES

- April 3, 2018 – **Contract Closeouts: Preparing for a Smooth Ending** – [CLICK HERE](#) for additional information – presented by Mark Dennis – Consultant – La Crosse River Consulting
- April 4, 2018 – **Export Controls – ITAR and Associated Requirements** – [CLICK HERE](#) for additional information – presented by Marc Violante – Wisconsin Procurement Institute (WPI)
- April 17, 2018 – **eSRS Individual Subcontractor Reporting (ISR) Basics** – [CLICK HERE](#) for additional information – presented by Kim Garber – Wisconsin Procurement Institute (WPI)
- April 25, 2018 – **Learning About Surety Bond Guarantee From the U.S SBA** – [CLICK HERE](#) for additional information – presented by Tamara Murray – Underwriting Marketing Specialist – U.S Small Business Administration, Office of Surety Guarantees
- May 8, 2018 – **How to Quickly Analyze Solicitations** – [CLICK HERE](#) for additional information – presented by Carol Murphy – Wisconsin Procurement Institute (WPI)



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SAVE THE DATES
2018 MARKETPLACE
December 12-13, 2018

LOCATION:
Potawatomi Conference Center
Milwaukee, Wisconsin

THANK YOU

2017



QUESTIONS?

PRESENTED BY

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www.wispro.org

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