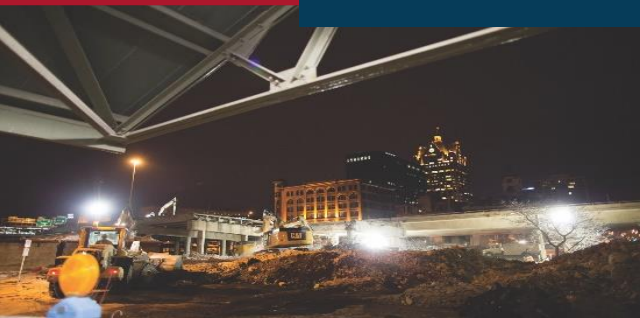


## Acquisition Hour

# Preparing to Meet with a Government Buyer – The Elevator Pitch

November 16, 2021



# ABOUT WPI SUPPORTING THE MISSION

**Celebrating 34 Years of  
serving Wisconsin Business!**



# **Assist businesses in creating, developing and growing their sales, revenue and jobs through Federal, State and Local Government contracts.**

- **INDIVIDUAL COUNSELING** – At our offices, at client’s facility or via telephone/GoToMeeting
- **SMALL GROUP TRAINING** – Workshops and webinars
- **CONFERENCES** to include one on one or roundtable sessions

**Last year WPI provided training at over 100 events and provided service to over 1,200 companies**



*WPI is a Procurement Technical Assistance Center (PTAC) funded in part by the Defense Logistics Agency (DLA), WEDC and other funding sources.*

# WPI OFFICE LOCATIONS

## ▪ MILWAUKEE

- *Technology Innovation Center*

## ▪ MADISON

- *FEED Kitchens*
- *Dane County Latino Chamber of Commerce*
- *Wisconsin Manufacturing Extension Partnership (WMEP)*
- *Madison Area Technical College (MATC)*

## ▪ CAMP DOUGLAS

- *Juneau County Economic Development Corporation (JCEDC)*

## ▪ STEVENS POINT

- *IDEA Center*

## ▪ APPLETON

- *Fox Valley Technical College*

## ▪ SUPERIOR

- *Small Business Dev Center; UW Superior*

## ▪ OSHKOSH

- *Fox Valley Technical College*
- *Greater Oshkosh Economic Development Corporation*

## ▪ EAU CLAIRE

- *Western Dairyland*

## ▪ MENOMONIE

- *Dunn County Economic Development Corporation*

## ▪ LADYSMITH

- *Indianhead Community Action Agency*

## ▪ RHINELANDER

- *Nicolet Area Technical College*

## ▪ ASHLAND

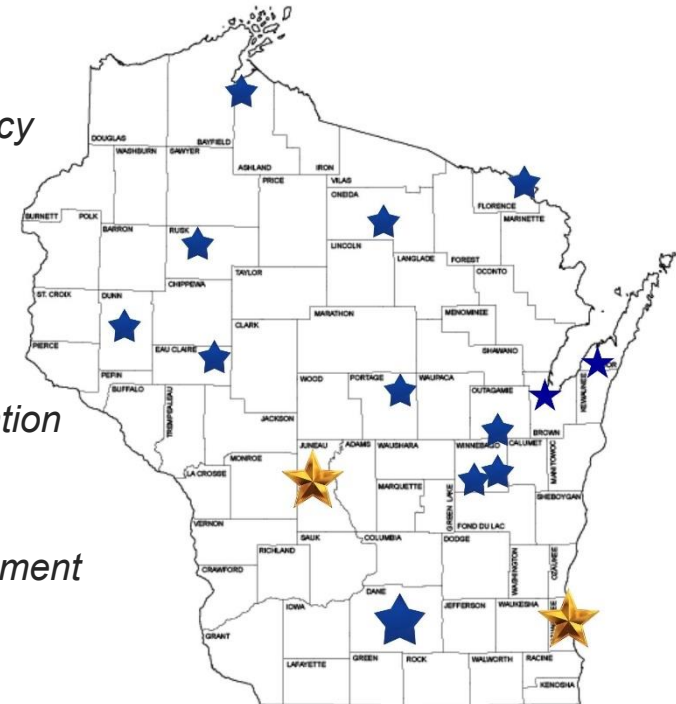
- *Ashland Area Development Corporation*

## ▪ FLORENCE

- *Florence County Economic Development*

## ▪ DOOR COUNTY

- *NE WI Technical College*
- *Door County Economic Development Corporation*





Search ...

BLOG SERVICES ABOUT **CLIENT PORTAL** SPONSORSHIP CONTACT



- EVENT CALENDAR
- FEDERAL GOVERNMENT
- STATE & LOCAL GOVERNMENT
- GRANTS
- SUCCESS & AWARDS
- FAQS



[www.wispro.org](http://www.wispro.org)

UPCOMING EVENTS

- WED 21** Acquisition Hour: Government Property Management for Federal Contractors and Subcontractors  
August 21 @ 12:00 pm - 1:00 pm
- THU 22** Advancing Cybersecurity in the Industry, Energy, Water Nexus – Oshkosh, WI  
August 22 @ 9:00 am - 3:00 pm  
Oshkosh WI
- THU 22** NDIA Great Lakes Chapter 10th Anniversary – Milwaukee, WI  
August 22 @ 12:30 pm - 7:30 pm  
Brookfield Wisconsin
- SEP 11** Acquisition Hour: The End of the Fiscal Year is Here – What is Hot and What is Not  
September 11 @ 12:00 pm - 1:00 pm

[View More...](#)

CURRENT OPPORTUNITIES (1)

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.

[SIGN UP](#)

HAVE A QUESTION? WE'RE HERE TO HELP.

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

[GET HELP](#)



Cyber Friday

# LET'S PUT YOUR WRITTEN IDENTITY TO WORDS

# CONSIDER MULTIPLE IDENTITIES



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



# YOUR BUSINESS CARD

# BUSINESS CARDS

- **CLEARLY** states what your business DOES – use a tag line if necessary
- **COMPLETE** contact information including street address, telephone and email
- **NAICS** codes – **NIGP** 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



# BUSINESS CARDS



## Sunrise Marketing Corp.

*Brand Marketing & Consulting Services*

Maria Smith, CEO

15 West Horizon Blvd  
Suite 100  
East Brighton, WI 53000  
**414-598-5555**  
[maria@sunrisemarketing.com](mailto:maria@sunrisemarketing.com)  
[www.sunrisemarketing.com](http://www.sunrisemarketing.com)

**GSA Schedule Contract Holder**

**Woman Owned  
DBE Certified  
Small Business**



## Green Ideas Landscaping, Inc.

*Environmentally sustainable lawn care services*

Bob Green, Manager

62 Leaf Street Ste 120  
Woodsdale, WI 50000

**Office: 262-233-5555**  
[bgreen@greenideas.com](mailto:bgreen@greenideas.com)  
[www.greenideas.com](http://www.greenideas.com)

**LEED      VOSB  
Small Business**



**DUNS- 1234567890      CAGE Code – 2F6A7**  
**NAICS codes – 541613, 541613, 541870, 541910**  
**NIGP codes – 91500, 91800**

**Recognition: 2016 In Business Small Business Awards –  
Woman Small Business Award Winner**



**DUNS – 0987654321**  
**CAGE Code – 2F6A7**  
**NAICS – 561730**

**Member: Society of American Military Engineers (SAME)**

**Recognition: 2018 Winner of Sustainable Business Awards**



# 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
- Contact Information
- Differentiators
- Past Performance

## 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

## 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

## 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

- **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**



**Custom Fabricating & Supplies**  
5500 West Oakwood Park Drive  
Franklin, WI 53132  
(P) 414-421-2600 (F) 414-421-2700




**Capability Statement**

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

Founded in 2001, Custom Fabricating & Supplies (CFS) is a privately held, certified Women Owned Small Business located in Franklin, Wisconsin. Our 30+ years of expertise along with our Custom Rubber Molded Parts and Die Cuts, Extrusions, 3D Rapid Prototyping and same day shipping on stock items have made us an industry leader in Masking Protection and Plastic Finishing. Providing Great Customer Service is top priority and our goal has been the same since day one – to make sure YOU are completely satisfied!



**Industries Served**

**Company Snapshot**

- Military and Defense
- Aerospace and Automotive
- Medical and Dental
- Electronics and Lighting
- Wholesale and Manufacturing



CAGE Code: 4L1K1  
DUNS Number: 058065520



Government Business POC: Henry Asik  
E-Mail: [henry@customfabricate.com](mailto:henry@customfabricate.com)  
Phone: 414-421-2600

**Core Competencies**

**Primary NAICS Codes**

**3D Rapid Prototyping**

**Masking Protection**

- Caps
- Plugs
- Tapes
- Hooks

**Custom Rubber Molded Parts, Die Cutting and Extrusions**

- Surface Protection
- Mounting & Holding
- Seals
- Gaskets
- Spacers
- Shielding
- Masking
- Insulators
- Bumpers
- Grommets
- O-Rings



322220 Paper Bag and Coated and Treated Paper Mfg.

326112 Plastic Packaging Film and Sheet (Including Laminated) Mfg.

326199 All Other Plastics Product Mfg.

326291 Rubber Product Manufacturing For Mechanical Use

326299 All other Rubber Product Mfg.

333999 All Other Miscellaneous Purpose Machinery Mfg.

339991 Gasket Packaging And Sealing Device Mfg.



**Quality Policy**

To exceed our customers expectations in quality, delivery and cost through continuous improvement and customer interaction







# CAPABILITIES STATEMENT

DUNS# 143133754  
CAGE# 4TZWS

**CERTIFICATIONS**  
SDVOSB (OVE Verified)  
WOB  
HUBZone (SBA)  
DBE: Virginia, Texas, Louisiana, Maryland

**NAICS CODES**  
PRIMARY  
236220 Commercial Construction  
238590 Rough Carpentry  
238590 Doors, Fixtures, Hardware  
238590 Furniture  
238510 Drywall  
238530 Flooring

**BONDING**  
\$20m per/\$40m aggregate

**OFFICE LOCATIONS**  
Dumfries, Virginia  
New Orleans, Louisiana  
San Antonio, Texas

**KEY PERSONNEL**  
Amber Paebles, President  
Melissa Schneider, VP  
Clay Frock, COO  
Sheila Henderson, CAO

**CONTACT INFO**  
Athena Construction Group, Inc.  
18031 Dumfries Shopping Plaza  
Dumfries, Virginia 22024

703.221.7131 office  
703.221.7929 fax  
[www.athenacostgroup.com](http://www.athenacostgroup.com)  
[info@athenacostgroup.com](mailto:info@athenacostgroup.com)

**COMPANY SUMMARY**  
Athena Construction Group is the oldest, largest and most respected SDVOSB, WOB, HUBZone construction company in America. We specialize in General Contracting and self-performing the installation of Doors, Frames and Hardware and Drywall. Widely acknowledged for our integrity and ability to complete complex difficult projects, Athena is the company of choice for federal agencies, large General Contractors and private clients.

With significant federal experience our staff has in excess of 100 years of construction expertise. Combined, our professionals speak six different languages, have multiple degrees in engineering, and have OSHA 30, USACE CQM, ASHE, ICRA and LEED certifications.

We are proud to have Hensel Phelps as our Mentor in the DoD Mentor Protégé program.

**CORE COMPETENCIES**  
Rough Carpentry  
Interior Build-out  
Furniture Supply & Installation  
Painting  
Doors, Frames, Hardware & Installation  
Light Commercial Construction  
Highway Work

**CORPORATE EXPERTISE**  
Following is a list highlighting some of our accomplishments to date:

**PROJECTS**

FEDERAL CLIENTS	PRIVATE CLIENTS
<ul style="list-style-type: none"> <li>• Walter Reed Medical Center</li> <li>• VA Healthcare, VA Cemetery</li> <li>• DHS, St. Elizabeth's</li> <li>• ICC-B</li> <li>• Ft. Belvoir Community Hospital</li> <li>• Pax River</li> </ul>	<ul style="list-style-type: none"> <li>• VA Audie Murphy</li> <li>• POFF Federal Building</li> <li>• Canon House Office Building</li> <li>• Camp Pendleton Naval Hospital</li> <li>• WWII Memorial</li> <li>• National Museum of the Marine Corps</li> </ul>
	<ul style="list-style-type: none"> <li>• Baker Daniels</li> <li>• Blank Rome LLP</li> <li>• Epstein Becker Green</li> <li>• Frederick Community College</li> <li>• George Mason University</li> <li>• Raytheon</li> </ul>

## A FEW MORE THINGS

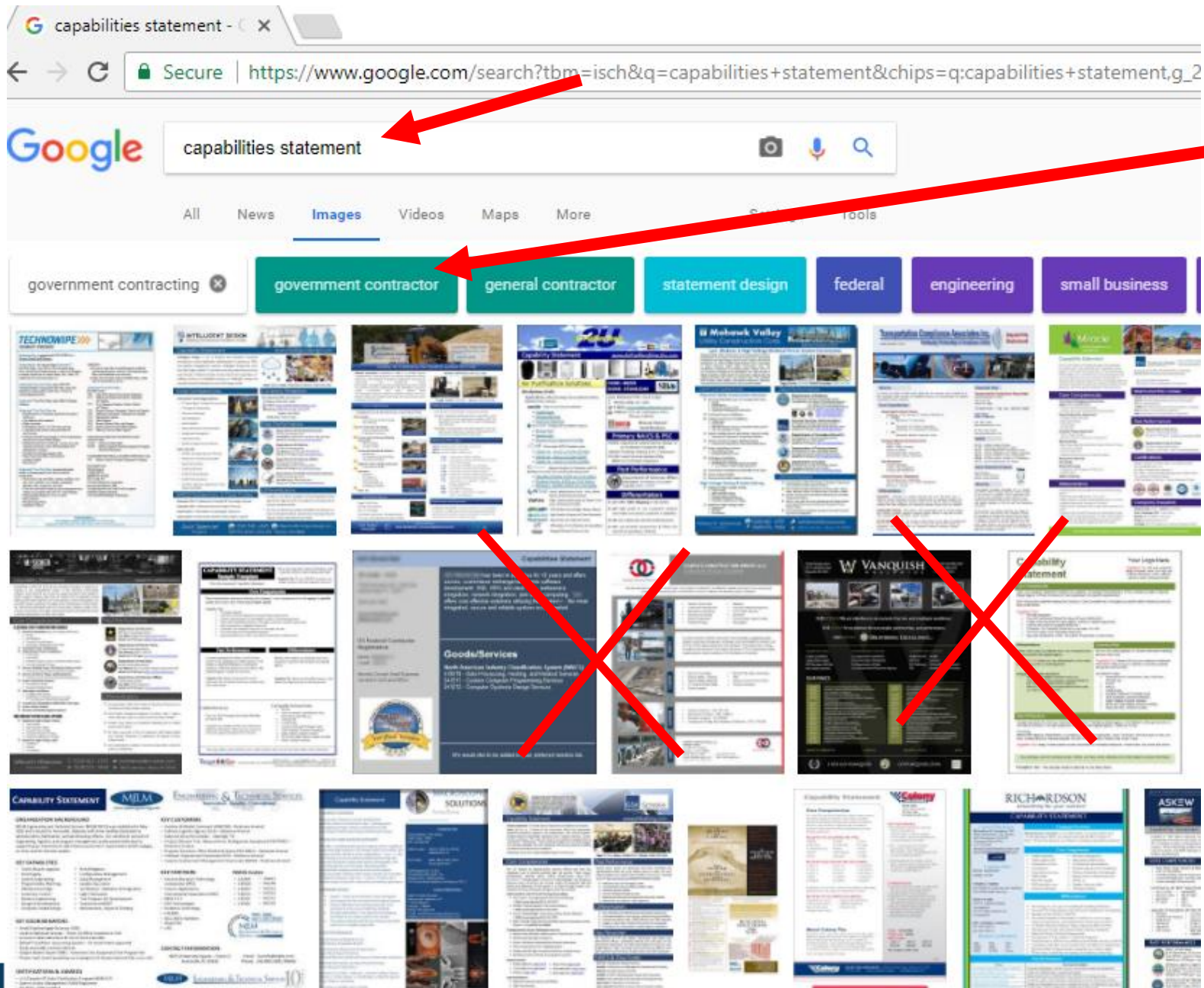
- **HAVE SOMEONE REVIEW BEFORE USING** – check for spelling, grammar, general appearance and overall accuracy
- Include your logo – really need one
- Include some select graphics of product or past work that supports your message
- Keep it business
- **DO NOT INCLUDE ANY** competitive information
- Prepare 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

# CAPABILITIES STATEMENT RUBRIC

Content	Standard Statement	IT Statement	Manufacturing	Construction
Logo	X	X	X	X
Company Name	X	X	X	X
Company Tagline	X	X	X	X
Contact Info- name and title	X	X	X	X
Email address – with business email	X	X	X	X
Street Address – Not PO Box <ul style="list-style-type: none"> <li>Other facilities?</li> </ul>	X	X	X	X
Website and social media	X	X	X	X
Company Data <ul style="list-style-type: none"> <li>Size of firm,</li> <li>Revenue</li> <li>Available Resources</li> <li>Insurance and Bonding</li> </ul>	X	<ul style="list-style-type: none"> <li>Cyber security insurance</li> <li>NIST</li> </ul>	X	<ul style="list-style-type: none"> <li>Insurance</li> <li>Bonding</li> </ul>
Certifications <ul style="list-style-type: none"> <li>Small business program designations (fed, state, local, corporate)</li> <li>Security Clearances</li> </ul>	X	X	<ul style="list-style-type: none"> <li>ISO</li> <li>Welding</li> <li>A59100</li> </ul>	X

Content	Standard Statement	IT Statement	Manufacturing	Construction
Relevant codes - NAICS, NIGP, PSC-FSC, DUNS, CAGE	X	X	X	X
Systems used to run business <ul style="list-style-type: none"> <li>ERP</li> <li>MRP</li> </ul>	X	X	X	X
Past Performance <ul style="list-style-type: none"> <li>Target to customer</li> <li>Most current govt. work</li> <li>Or primes if no prior govt. work</li> </ul>	X	X	X	X
Memberships in professional organizations	X	X	X	X



Recommend light color background – allows for note taking and comments

# 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
  - Ask for an appointment, referral, or presentation after you have completed your pitch.
  - 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 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. But now I am looking for some long term contracts.*

# MORE ABOUT THE VERBAL PART

- 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 mention your competitor, especially in a negative tone.
- Look and be professional – dress for success
- Be confident not arrogant
- DO YOUR HOMEWORK - it impresses AND is at some level expected
  - Who are the buyers?
  - What do they buy?

# HOMework

- Who are the buyers:
  - <https://www.marketplacewisconsin.com/event-details/buyers/>
  - <https://sam.gov/>
    - Locating opportunities
  - <https://www.usaspending.gov/search>
    - Past spend and large prime contractors
  - <https://www.census.gov/naics/>
    - Am I covering all the codes

# SHARE SOMETHING INTERESTING IF IT PERTAINS

Let them learn a little bit about you. Give them a tiny bit of information about your story and background. This can make even the most mundane of products very interesting.

*Example: “I was interested in becoming a parts manufacturer because my great-grandmother worked as one of the first female riveters in a factory during World War II.”*

This allows the listener to place an interesting story with an otherwise fairly mundane business pitch. This small piece of information will make the customer want to find out more about you and your business in less than thirty seconds, making them much more likely to invite you over to the government agency for a proper presentation.

# BUILDING THE 5 MINUTE PITCH

- Introduce yourself
- Tell them what your company does

## **What Do You Offer:**

- What problems can your company solve for the agency?
- Give an example of past work
- Let them know about your company's knowledge

## **What Are The Benefits:**

- What very special service, product, or product does your company offer?
- Give them the advantages of working with your company. What do you offer that your competitor doesn't?
- Have a version for every type of business situation.

## **How Do You Do It:**

- Tell them a short story of how your company is unique. Certifications, memberships, etc.

## **Call For Action:**

- Ask for an appointment, referral, or presentation after you have completed your pitch. Give them your card and your capabilities statement!

# PRACTICE WITH A FRIEND & FINAL TIPS

- Memorize the outline and be willing and able to adapt to your audience
- Video yourself on your phone
- No gifts – Government employees can not accept
- If you have time during the 5 minute presentation, you might show photos from your phone
- Respect the cone of silence. Most federal, state, and even local government agencies have strict rules about vendor communication after an RFP has been released; some begin in RFP development. Respect this period of silence. I would go so far as to say, “Don’t even schedule meetings to talk about other RFPs, if you can avoid it, during this time.”



# ELEVATOR PITCH COMPETITION RATING

Please rank the Elevator Pitches on the five (5) criteria with a rating from 5 to 1 as described below in the Rating Definitions. The numbered criteria corresponds to the number on the Judging Form.

## **Company Information**

Company name, location, speaker's name, title, business size and certifications

## **What they Do**

Clearly identify what the business does/sells

## **Value they Offer**

Describe the value of their product or service

## **Closing Statement**

Summary statement on the business

## **Overall Presentation**

The speaker was relaxed and conversational, not a forced canned speech

### **Rating Definitions**

5	Exceptional - Outstanding
4	Very Good – Above Average
3	Satisfactory
2	Marginal
1	Unsatisfactory – Ineffective

# CONTACT INFORMATION

Wisconsin Procurement Institute (WPI)

[www.wispro.org](http://www.wispro.org)

**Kim Garber – 608-444-0047**  
**Mark Dennis – 608-427-2083**

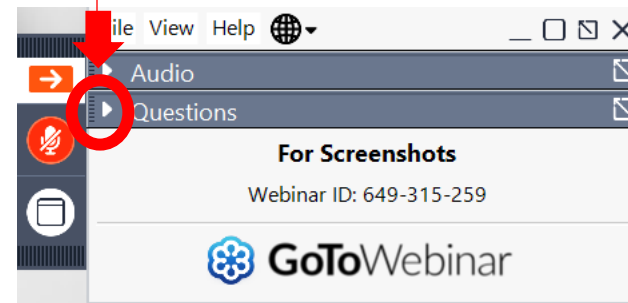
10437 Innovation Drive, Suite 320  
Milwaukee, WI 53226  
414-270-3600

# QUESTIONS?



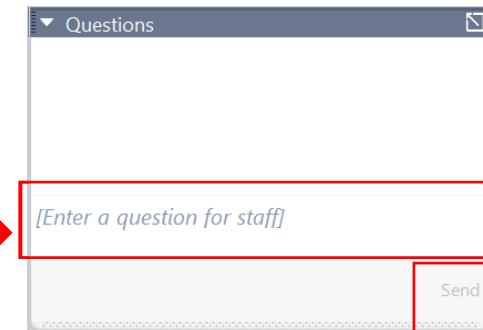
## OPENING THE QUESTIONS BOX

Click here to access  
within the Control Panel



## USING THE QUESTIONS BOX

Type questions  
here at any time  
during a  
presentation



Click Send when ready to submit a question

# UPCOMING TRAINING - EVENTS



**The  
Contracting  
Academy**

*Developing and Growing  
Government Contractors*

# December 7-9, 2021

Registration now open at  
[www.marketplacewisconsin.com/](http://www.marketplacewisconsin.com/)

# CYBER FRIDAY LIVE WEBINAR SERIES

- **November 19, 2021**  
*Understanding the Cloud* [More info](#)
- **December 3, 2021**  
*Cybersecurity Information – Tools, Resources and Keeping Current* [More info](#)
- **December 17, 2021**  
*Ransomware* [More info](#)
- **January 7, 2022**  
*Design and use of Exercises to test and strengthen your security plans and procedures* [More info](#)

## PRESENTED BY



A Procurement Technical Assistance Center (PTAC)

TECHNOLOGY  
INNOVATION CENTER  
— at RESEARCH PARK

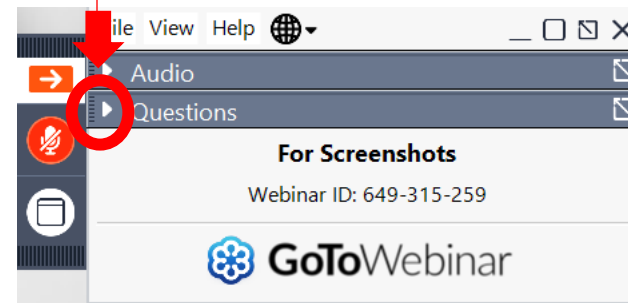


# QUESTIONS?



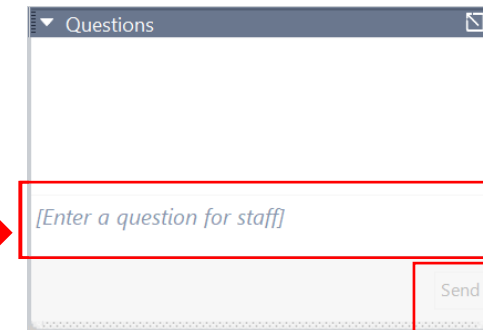
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Click Send when ready to submit a question

# 252.204-7020 – BASIC ASSESSMENT

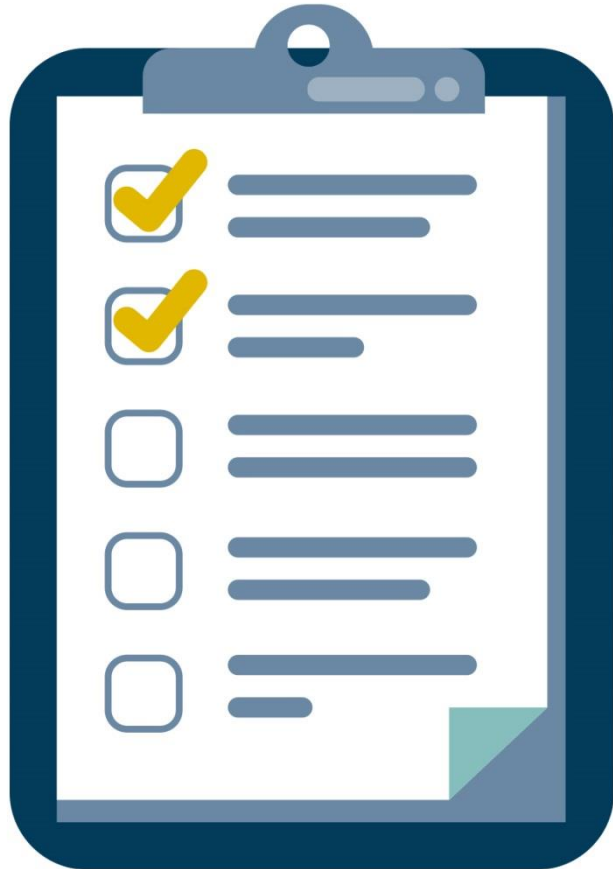
- Requires
  - System Security Plan(SSP)
  - Plan of Action – with dates for outstanding items
  - Basic Assessment
- Six elements uploaded to Supplier Performance Risk System (SPRS)
  1. System Security Plan name (if more than one system is involved)
  2. Brief description of Plan Architecture
  3. CAGE code associated with SSP
  4. Date Assessment performed
  5. Summary Score
  6. Date a score of 110 to be achieved

# CURRENT CYBER REQUIREMENTS

- FAR 52.204-21 – Federal Contract Information
- DFARS 252.204-7012
- Requirements cited in solicitation/contract

Need assistance – please contact Marc Violante from WPI at [marcv@wispro.org](mailto:marcv@wispro.org) or 920-456-9990

# SURVEY



# CONTINUING PROFESSIONAL EDUCATION



CPE Certificate available, please contact:

**Benjamin Blanc**

[benjaminb@wispro.org](mailto:benjaminb@wispro.org)

# PRESENTED BY

**Wisconsin Procurement Institute (WPI)**

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**Kim Garber**

**Wisconsin Procurement Institute (WPI)**

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**Mark Dennis**

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[markd@wispro.org](mailto:markd@wispro.org) | 608-427-2083

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Milwaukee, WI 53226