

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**



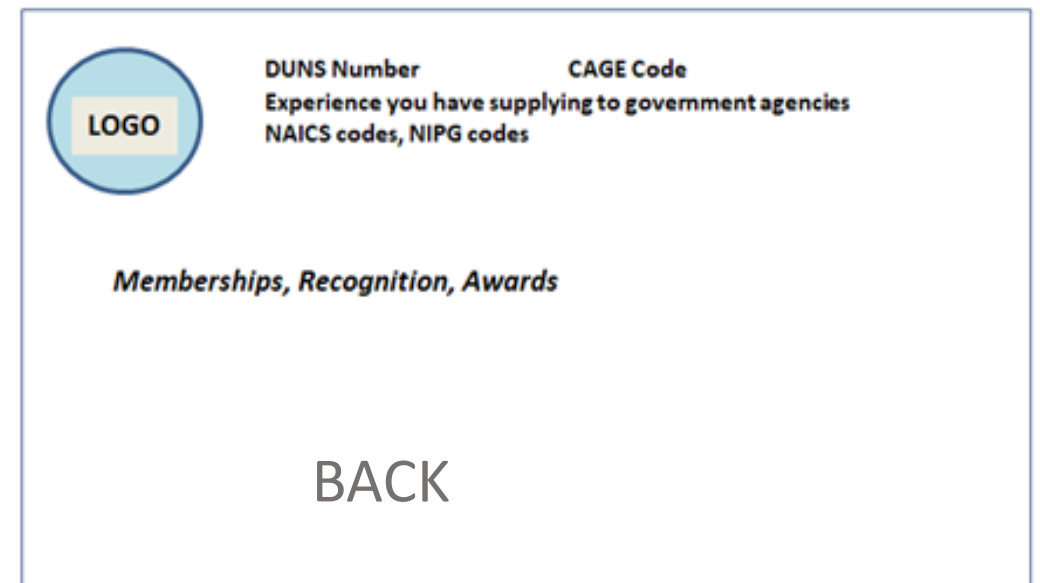
YOUR BUSINESS CARD

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 – UEI – 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



The diagram shows the front of a business card. On the left is a circular logo placeholder labeled 'LOGO'. To its right, the text reads: 'Business Name', 'Tagline/Clear statement of what business does', and 'First and last name, Job title'. A horizontal line separates this from the bottom section. The bottom section is titled 'FRONT' and contains two columns of text: 'Complete Contact Information' (with sub-items: Street Address, Telephone, Email, Website) and 'Quality level, ITAR, other professional/technical certifications' (with sub-item: All Small Business Designations (Small, HUBZone, SDVOSB, MBE...)).



The diagram shows the back of a business card. On the left is a circular logo placeholder labeled 'LOGO'. To its right, the text reads: 'DUNS Number', 'CAGE Code', 'Experience you have supplying to government agencies', and 'NAICS codes, NIPG codes'. Below this is the text 'Memberships, Recognition, Awards'. The word 'BACK' is centered at the bottom of the diagram.

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
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
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
- UEI 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

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
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 (CVE Verified)
WOB
HUBZone (SBA)
DBE: Virginia, Texas, Louisiana, Maryland

NAICS CODES
PRIMARY
236220 Commercial Construction
238390 Rough Carpentry
238390 Doors, Fixtures, Hardware
238390 Furniture
238310 Drywall
238330 Flooring

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

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

KEY PERSONNEL
Amber Peablas, President
Melissa Schneider, VP
Clay Flook, COO
Sheila Henderson, CAO

CONTACT INFO
Athena Construction Group, Inc.
18031 Dumfries Shopping Plaza
Dumfries, Virginia 22026

703.221.7131 office
703.221.7929 fax

www.athenaconstructiongroup.com
info@athenaconstructiongroup.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

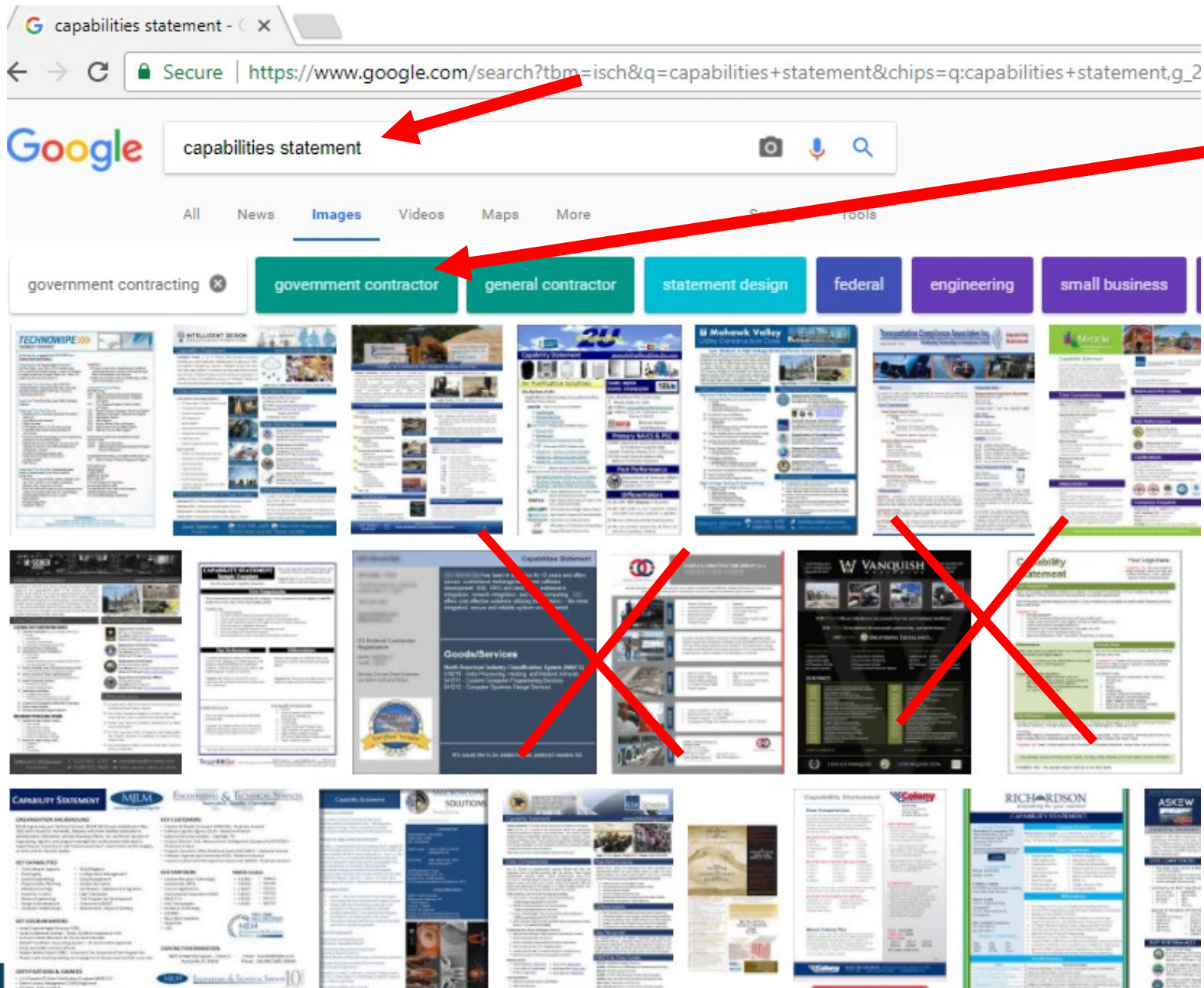
CORPORATE EXPERTISE
Following is a list highlighting some of our accomplishments to date:

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

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



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. Don't say you are a "Jack of All Trades"
- 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.”



CONTACT INFORMATION

Wisconsin Procurement Institute (WPI)

www.wispro.org

Kim Garber – 608-444-0047

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Milwaukee, WI 53226
414-270-3600