



Acquisition Hour: Preparing for One-on-One Buyer Meetings

November 12 | Noon – 1:00 pm

Presented by:

Jack Laufenberg, Wisconsin Procurement Institute



Webinar Etiquette

PLEASE

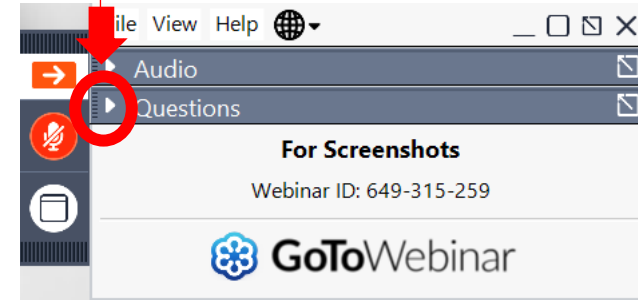
- Log into the GoToWebinar session with the name that you registered with online
- Place your phone or computer on MUTE
- Use the QUESTIONS option to ask your question(s).
 - We will share the questions with our guest speaker who will respond to the group

THANK YOU!



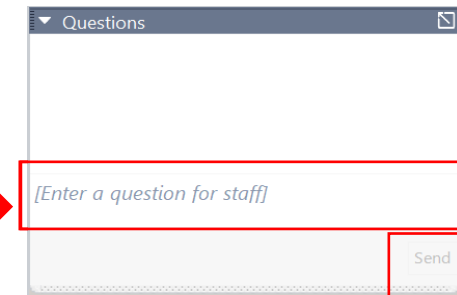
OPENING THE QUESTIONS BOX

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





Assisting Wisconsin businesses compete in the government marketplace.

WPI is Wisconsin's APEX ACCELERATOR

The APEX Accelerators program, under management of the Department of Defense (DOD) Office of Small Business Programs (OSBP), plays a critical role in the Department's efforts to identify and engage with a wide range of businesses entering and participating in the defense supply-chain. The program provides the education and training that all businesses need to participate to become capable of participating in DOD and other government contracts.

WPI provides services to all of Wisconsin's 72 counties

- Individual counseling at our offices, client's facility or virtually
- Small group training – webinars and workshops
- Conferences including one on one buyer meetings – Marketplace, The Contracting Academy, Small Business Academy, Wisconsin Federal Contractor Forum, Acquisition Hour, Cyber Fridays, DOD Roadmap series, Government Opportunities Business Conference, End of Year Federal Contractor Update, Annual DOD Contract Management Update, Evening FAR sessions and more.....

www.wispro.org

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)*

■ EAU CLAIRE

- *Western Dairyland*

■ FOND DU LAC

- *Envision Greater Fond du Lac*

■ GREEN BAY

- *NWTC Startup Hub*

■ LACROSSE

- *Veterans in Professions*

■ MANITOWOC

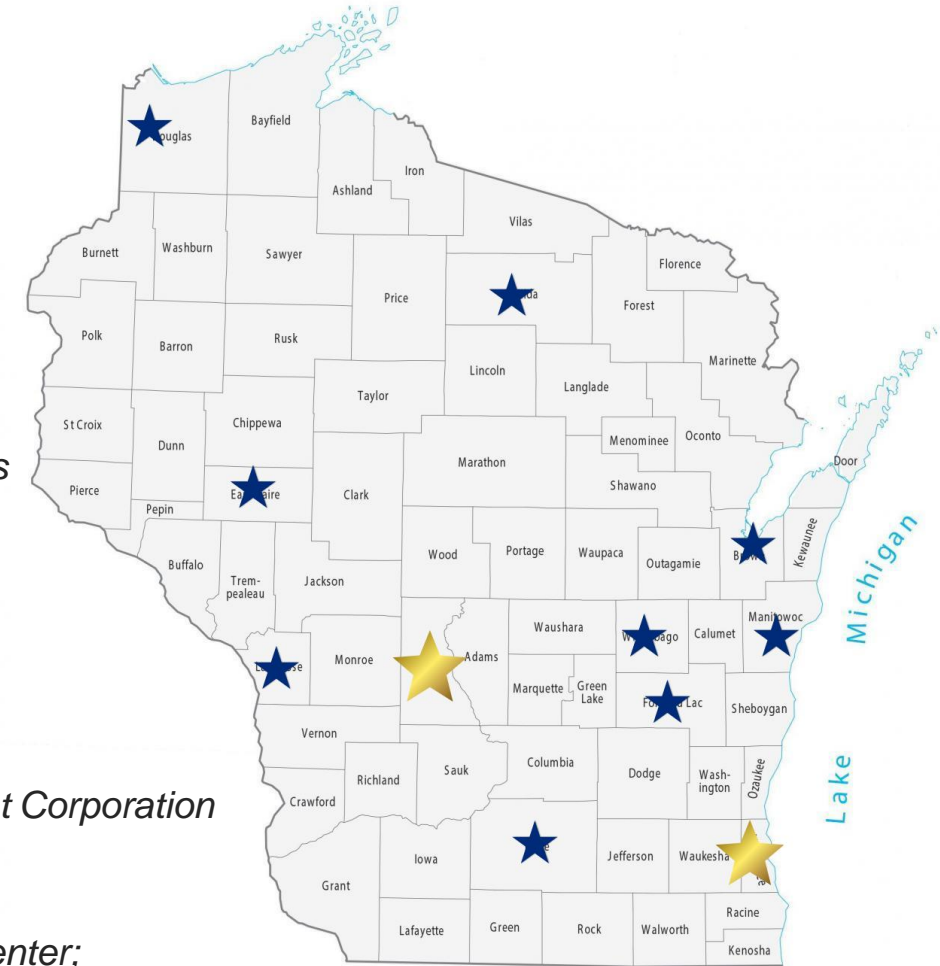
- *Progress Lakeshore*

■ OSHKOSH

- *Greater Oshkosh Economic Development Corporation*

■ SUPERIOR

- *Small Business Dev Center; UW Superior*



APEX ACCELERATORS

WISCONSIN APEX ACCELERATOR



UPCOMING EVENTS

- APR 1:00 pm - 2:00 pm
16 Acquisition Hour: SAM.gov – Tools for Contracting
- APR 9:00 am - 12:00 pm
24 Government Certification Workshop – State Certifications – Madison, WI
- APR 12:00 pm - 1:00 pm
24 Acquisition Hour: Overview of the Contractor Performance Assessment Reporting System (CPARS)
- APR April 30, 2024 - May 3, 2024
30 Lieutenant Governor's Small Business Academy
- MAY 8:00 am - 4:00 pm
16 10th Annual DoD Contract Management Update — Appleton, WI

Preparing for One-on-One Buyer-Supplier Meetings



Preparing for One-on-One Buyer-Supplier Meetings

Overview of Today's Presentation

- I. Buyer-Supplier Meetings: An Introduction**
- II. Where Buyer-Supplier Meetings Fit into Your Sales Strategy**
- III. Keys to a Successful Buyer-Supplier Meeting**

Preparing for One-on-One Buyer-Supplier Meetings

Overview of Today's Presentation

I. Buyer-Supplier Meetings: An Introduction

- A. What are they?
- B. Who are you meeting with?
- C. Where will you find buyer-supplier meetings?

II. Buyer-Supplier Meetings and Your Sales Strategy

- A. Creating opportunities for your business – passive vs. active engagement

III. Keys to a Successful Buyer-Supplier Meeting

- A. Pre-event preparation
- B. Post-event preparation
- C. In the meeting: conversations for success

I. Buyer-Supplier Meetings: An Introduction

- A. What are they?
- B. Who are you meeting with?
- C. Where will you find buyer-supplier meetings?



I. Buyer-Supplier Meetings: An Introduction

A. *What are they?*

- Buyer meetings might also be called:
 - Matchmaking sessions
 - One-on-one buyer meetings
 - Buyer-supplier meetings
 - One-on-one buyer-supplier meetings

I. Buyer-Supplier Meetings: An Introduction

A. *What are they?*

- One-on-one buyer meetings are 5–10 minute meetings between a **potential supplier (your business)** and **an agency or corporate representative (a buyer)** representing a government agency or large corporation
 - Government agencies may include federal (Department of Defense or non-DOD), state, or local
 - Corporations may include any corporation that is looking for suppliers, especially small business suppliers and diverse owned businesses

I. Buyer-Supplier Meetings: An Introduction

A. What are they?

Buyers from Marketplace 2023

Colleges and Universities

- Marquette University
- Medical College of Wisconsin
- Milwaukee Area Technical College
- UW Madison
- UW Milwaukee
- UW System of Administration

Corporations/Government Prime Contractors

- Advocate Health (formerly Aurora)
- American Family Insurance Group
- CG Schmidt
- JH Findorff & Son
- JP Cullen
- Generac
- Gilbane Building Company
- GHA Architects and Engineers

- Michels Corporation
- And more

Local Government Agencies

- City of Milwaukee
- City of Wauwatosa
- Milwaukee County
- Milwaukee County Facilities Management – AEES
- Milwaukee County Parks
- Milwaukee County Zoo
- Milwaukee Metropolitan Sewerage District
- Milwaukee Public Schools

State Government Agencies

- WI Dept. of Children and Families
- WI Dept. of Employee Trust Funds

- WI Dept. of Health Services
- WI Dept. of Health Services – Lead Safe Homes Program
- WI Dept. of Justice
- WI Dept. of Public Instruction

Federal Government Agencies

- Beyond Vision – AbilityOne Base Supply Center
- General Services Administration, OSDBU
- U.S. Army Corps of Engineers, St. Paul District
- U.S. Department of Veterans Affairs

I. Buyer-Supplier Meetings: An Introduction

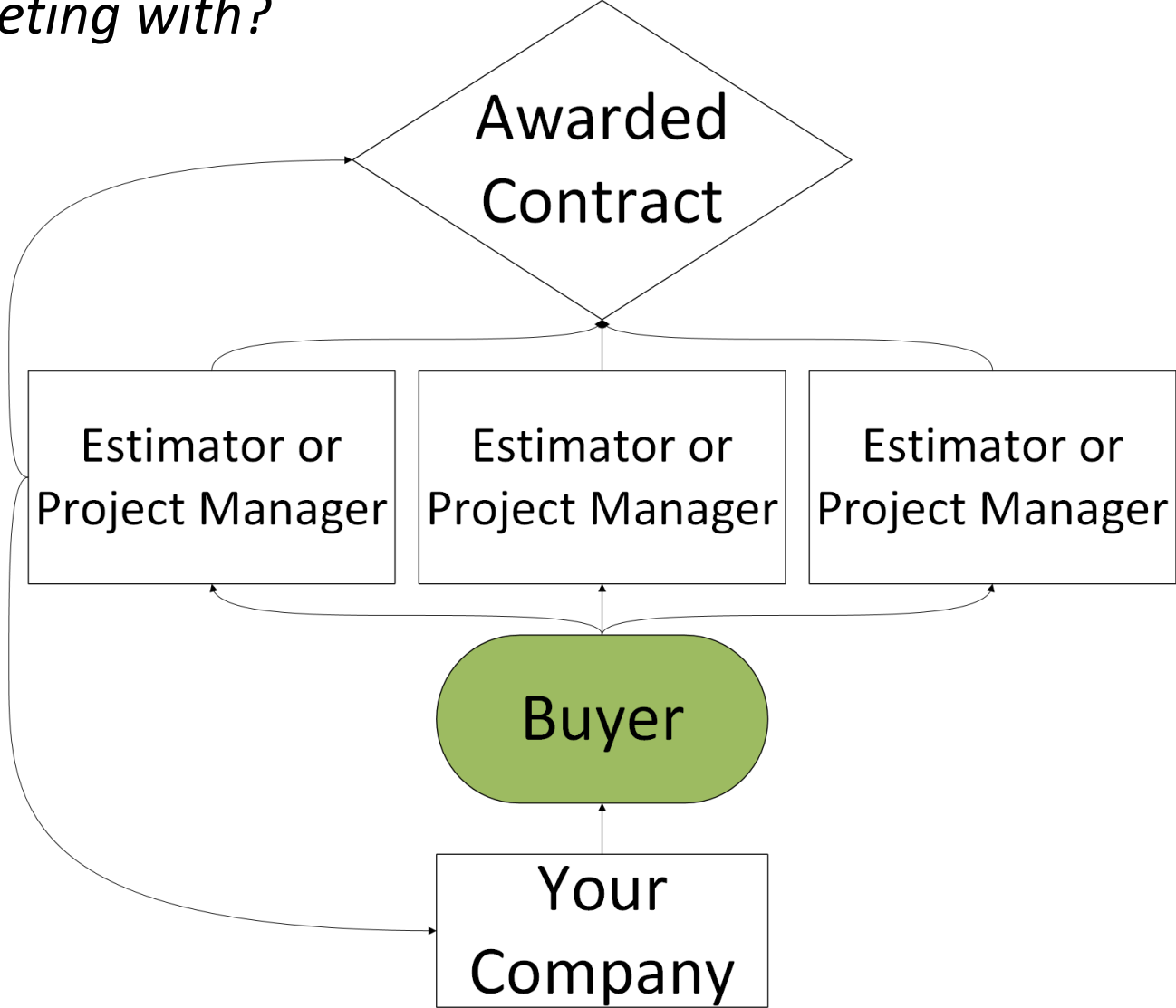
B. Who are you meeting with?

- The buyer
 - Buyers are responsible for sourcing and giving the initial evaluation of suppliers who can meet the government or corporation's needs
 - They are the initial point of contact, the gatekeeper

I. Buyer-Supplier Meetings: An Introduction

B. Who are you meeting with?

Exact structure depends on organization with which you are meeting



I. Buyer-Supplier Meetings: An Introduction

C. Where will you find buyer-supplier meetings?

- Buyer meetings can be stand-alone events or part of conferences hosted by government, private, or non-profit organizations like WPI

Upcoming Buyer Meetings

- WEDC’s [“Marketplace Wisconsin 2024: The Governor’s Conference on Diverse Business Development”](#) (*in-person events*)
- WPI’s [“Local Government Sales Opportunities”](#) (*virtual events*)
 - October 16 - [“Sales Opportunities with Local Government Agencies – Milwaukee, WI”](#)
 - November 13 – [“Sales Opportunities with Local Government Agencies – Madison, WI”](#)

II. Buyer-Supplier Meetings and Your Sales Strategy

A. Creating Opportunities for your Business – Active vs. Passive Engagement

- i. Finding Others
- ii. Being Found



II. Buyer-Supplier Meetings and Your Sales Strategy

A. *Creating Opportunities for your Business – Active vs. Passive Engagement*

- Having a website
- Having a company email address
- Belonging to business groups but not attending meetings/events

II. Buyer-Supplier Meetings and Your Sales Strategy

A. Creating Opportunities for your Business – Active vs. Passive Engagement

i. Finding others

- Searching for posted opportunities
 - SAM.gov
 - State of Wisconsin: VendorNet
 - Local
 - Networking and buyer meetings
- Anticipating upcoming opportunities
 - Market research
 - Networking and buyer meetings
 - Stay current on relevant news
- Registering in government contracting systems or in corporate supplier portals
 - Government: Registering in SAM.gov, VendorNet, or local contracting system
 - Developing your targeted governmental entity or companies list

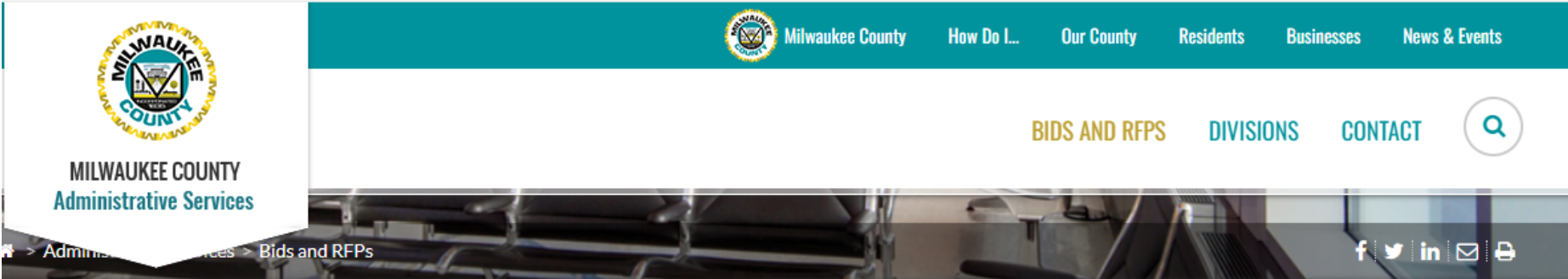
II. Buyer-Supplier Meetings and Your Sales Strategy

A. Creating Opportunities for your Business – Active vs. Passive Engagement

The screenshot shows the SAM.GOV website interface. At the top, there is a navigation bar with links for Home, Search, Data Bank, Data Services, and Help. A search bar is present with the text "Select Domain..." and a dropdown arrow, followed by the input field containing "e.g. 1606N020Q02" and a search icon. The main content area features the SAM.GOV logo and a navigation menu. A prominent banner reads "Official U.S. Government Website 100% Free". Below this, there are two main sections. The left section, titled "The Official U.S. Government System for:", lists various services: Contract Opportunities, Contract Data (Reports ONLY from fpds.gov), Wage Determinations, Federal Hierarchy (Departments and Subtiers), Assistance Listings, Entity Information (Entities, Disaster Response Registry, Exclusions, and Responsibility/Qualification (was fapiis.gov)), and Entity Reporting (SCR and Bio-Preferred Reporting). A button labeled "View FASCSA Orders" is located below this list. The right section, titled "Register Your Entity or Get a Unique Entity ID", includes a description and three buttons: "Get Started", "Renew Entity", and "Check Entity Status".

II. Buyer-Supplier Meetings and Your Sales Strategy

A. Creating Opportunities for your Business – Active vs. Passive Engagement



Current Bids and RFPs

clear all

Keywords

▼ Content Type clear

- Administrative Order(3)
- Bid(65)
- RFP(38)

▼ Business Type clear

- Construction(49)
- Consulting(30)
- Goods(3)

Bids and RFPs

RFP: WC027601 - Investing in Justice: Courthouse Complex Planning Phase IV Construction Manager

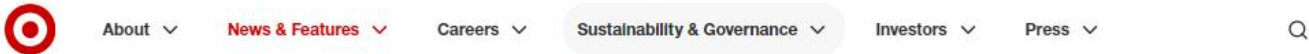
Nov-13-2024

The Construction Manager for this Project shall:

- Manage and administer the services provided and see that any subconsultants' services are managed appropriately.
- Consult with the designated County representatives as needed.
- Attend Project meetings, prepare, and distribute exhibits and supporting information for meetings as required, prepare, and distribute agendas and minutes for each meeting.
- Communicate with members of the Project Team
- Prepare and regularly update the Project schedule that will include milestones for decisions to be made by Milwaukee County, work by the Construction Manager, and level of completion.
- Issue written progress reports on a regular basis (monthly), provide status updates on scope, schedule, budget, and deliverables, and identify additional input needed from Milwaukee County
- Coordinate the work of their team including any subconsultant(s)
- Coordinate their work with those services provided by Milwaukee County and Milwaukee County's consultants.

II. Buyer-Supplier Meetings and Your Sales Strategy

A. Creating Opportunities for your Business – Active vs. Passive Engagement



Suppliers

Target works closely with suppliers around the world. We seek out new and innovative ways to deliver more value to our guests while strengthening the communities where we do business.



Example Supplier Portal

Our relationships with our suppliers are closely connected with the great shopping experiences we create for our guests. By building strong partnerships with suppliers for both retail and non-retail needs, our guests and suppliers can feel good about doing business with us.

Are you interested in selling products at Target or providing services or non-retail goods to Target?

[I'd like to sell products at Target >](#)

[I'd like to provide services or non-retail goods to Target >](#)

II. Buyer-Supplier Meetings and Your Sales Strategy

A. Creating Opportunities for your Business – Active vs. Passive Engagement

Example Supplier Portal

WEC Energy Group

Access your shareholder account [Sign In](#)

[Investors](#) [Governance](#) [Corporate Responsibility](#) [Foundations](#)

Suppliers and Contractors

To provide products and/or services, complete our online registration and sign in to PowerAdvocate.

What PowerAdvocate does

- Adds you to our supplier database.
- Enables us to contact you for more information if your products/services match our needs.

What PowerAdvocate does **not do**

- Make you an approved supplier.
- Guarantee you an opportunity to compete for business.
- Imply a contract award or intent to purchase.

[Register](#) Already registered? [Sign in](#)

Code of Conduct
[Supplier Code of Conduct \(PDF\)](#)

Terms and conditions
[Materials – all companies \(PDF\)](#)
[Services – Peoples Gas \(PDF\)](#)
[Services – for following: \(PDF\)](#)

- Bluewater Gas Storage
- Michigan Gas Utilities
- Minnesota Energy Resources
- North Shore Gas
- Upper Michigan Energy Resources
- WEC Business Services
- Wisconsin Electric Power
- Wisconsin Gas

October 15, 2024

II. Buyer-Supplier Meetings and Your Sales Strategy

A. Creating Opportunities for your Business – Active vs. Passive Engagement

ii. Being Found

- Having a website that contains a “Government Solutions” tab and relevant information like:
 - UEI and CAGE code
 - Any technical or ownership certifications
 - Capabilities Statement
 - Awards won from a buyer – example “Johnson Controls Supplier of the Year 2022”
- Updated Dynamic Small Business Search (DSBS) profile
- Have a LinkedIn profile

III. Keys to a Successful Buyer-Supplier Meeting

- A. Pre-event preparation
 - i. Market research
 - ii. Business cards
 - iii. Capabilities statements
- B. Post-event preparation
 - i. Following-up
 - ii. Plan for your buyer to review your company
- C. In the meetings: conversations for success
 - i. Strategically using your materials
 - ii. Your pitch
 - iii. Read the room



III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

i. Market Research

- Know who is attending
- Look over their buyer profile
- Know what current opportunities are available from the buyer
 - SAM.gov
- Anticipate what opportunities might be on the horizon
 - USA Spend
 - You may find this out during the one-on-one buyer-supplier meeting

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

i. Market Research

CONNECT! 2024 Green Bay Packers Mentor-Protege Program Networking Event (in-person)

September 18, 2024 @ 2:30 pm - 5:00 pm



Coaching Small Business Champions

Confirmed Buyers

Kohler Company

Miron Construction

Michels Corporation

Boldt Construction

Northeast Wisconsin Technical College

City of De Pere

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

i. Market Research

Marketplace Wisconsin: Governor's Conference on Diverse Business Development

December 6, 2023 - December 7, 2023



| DETAILS | ORGANIZER | ADDITIONAL INFORMATION |
|---|--|---|
| Start: December 6, 2023 | Wisconsin Economic Development Corporation | Presented By Wisconsin Economic Development Corporation (WEDC) |
| End: December 7, 2023 | Phone: 608-210-6726 | Event Registration Register for Event |
| Event Category: WPI Events | Email: events@wedc.org | |

Confirmed Buyers for Dec. 7th Buyer Meetings

Preparing for buyer meetings? [Click here](#) for buyer meeting best practices or call 414-270-3600 to speak with a WPI counselor.

Buyer Assignment Map

Colleges/Universities

- [Marquette University](#)
- [Medical College of Wisconsin](#)
- [Milwaukee Area Technical College](#)
- [University of Wisconsin – Madison](#)
- [University of Wisconsin – Milwaukee](#)
- [University of Wisconsin – System Administration](#)

Corporate/Government Prime Contractors

- [Advocate Health \(formerly Advocate Aurora Health\)](#)
- [American Family Insurance Group](#)
- [CG Schmidt](#)
- [JH Findorff & Son](#)
- [JP Cullen](#)
- [Generac](#)
- [Gilbane Building Company](#)
- [HGA Architects and Engineers](#)
- [Leonardo DRS – NPS](#)
- [Michels Corporation](#)
- [Oshkosh Defense](#)
- [Snap-on Incorporated](#)
- [U.S. Bank](#)
- [Versiti](#)
- [WPS Health Solutions](#)

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

i. Market Research



Advocate Health

Buyer Type: Corporate/Government Prime Contractor

Website: <https://www.aurorahealthcare.org>

Looking to Purchase these Products or Services

- NAICS Codes: 561730, 561720
- Healthcare / Medical Goods and Services
- General Services / Support Services
- Construction / Trades

Desired Qualifications

- If selected to do business with AAH, vendor must go through vendor vetting and meet system requirements.

Desired Certifications

- 3rd Party - Women's Business Enterprise National Council (WBENC)
- Minority Owned
- LGBT Owned
- Veteran Owned
- Tribally Owned
- Women Owned
- 3rd Party - National Gay and Lesbian Chamber of Commerce (NGLCC)
- 3rd Party - Northwest Minority Supplier Development Council (NMSDC)
- Disadvantaged Business Enterprise (DBE)
- Federal - Women-Owned Small Business (WOSB)

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

i. Market Research

The screenshot shows the SAM.GOV search page. At the top, it says "An official website of the United States government" with a link "Here's how you know". The SAM.GOV logo is prominent. Below the logo is a navigation bar with "Home", "Search", "Data Bank", "Data Services", and "Help". The "Search" tab is active. A search bar contains the text "e.g. 1606N020Q02" and a search icon. Below the search bar, there are two tabs: "Simple Search" and "Search Editor". Under "Simple Search", there are three radio button options: "Any Words", "All Words" (which is selected), and "Exact Phrase". Each option has an information icon. Below the options is a text input field with the example "e.g. W91QVN-17-R-008". To the right of the search bar is a "Select Criteria" panel with a left arrow icon and the text "Select Criteria" and "Choose your filters and run your report to begin."


The screenshot shows a filter sidebar on the SAM.GOV website. The sidebar is titled "Federal Organizations" and has a collapse icon. Below the title is a search box labeled "Federal Organizations" with the placeholder text "Enter Code or Name" and a search icon. Below the search box are several filter categories, each with a collapse icon: "Dates", "Notice Type", "Product or Service Information", "Set Aside", "Place of Performance", "Contract Awardee", and "Status". The "Status" filter is expanded, showing two options: "Active" (with a checked checkbox) and "Inactive" (with an unchecked checkbox). At the bottom of the sidebar, there is a "More Filters" link with a hamburger menu icon and a "Reset" button with a refresh icon.


III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

ii. 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

| | |
|---|--|
|  | Business Name |
| | <i>Tagline/Clear statement of what business does</i> First and last name, Job title |
| <hr/> | |
| <i>Complete Contact Information</i> | Quality level, ITAR, other professional/technical certifications |
| Street Address | |
| Telephone | All Small Business Designations (Small, HUBZone, SDVOSB, MBE...) |
| <u>Email</u> | |
| <u>Website</u> | |

| | | |
|---|---|------------------|
|  | DUNS Number | CAGE Code |
| | Experience you have supplying to government agencies NAICS codes, NIPG codes | |
| <i>Memberships, Recognition, Awards</i> | | |

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

ii. 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

October 15, 2024

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

iii. Capabilities Statements

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

It should include:

- Company Data
- Scope of Work
- 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

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

iii. Capabilities Statements



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



Certified SBA WOSB
Woman Owned Small Business

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!



Company Snapshot

Industries Served

- 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

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

Primary NAICS Codes

| | |
|--------|---|
| 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.



III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

iii. Capabilities Statements

Capabilities Narrative

| Capability Statement |
|---|
| 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 |

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

iii. Capabilities Statements

Capabilities Narrative

- A short, concise, 3-4 sentence paragraph describing your company
- Meat and potatoes – no unnecessary marketing language
- Formulaic:
 - 1st sentence: company name, location, and years in business
 - 2nd sentence: the general goods or services you provide
 - 3rd sentence: specializations or specifics about your goods or services
 - 4th sentence: additional information

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

iii. Capabilities Statements



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



Capability Statement www.customfabricate.com

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Industries Served

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



Core Competencies

3D Rapid Prototyping

Masking Protection

- Caps
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Custom Rubber Molded Parts, Die Cutting and Extrusions

- Surface Protection
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Contact
Information

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

iii. Capabilities Statements

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

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

Company
Data

iii. Capabilities Statements



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Company Snapshot



Industries Served

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

CAGE Code: 4L1K1
UEI Number: 058065520



Government business POC: Henry ASik
E-Mail: henry@customfabricate.com
Phone: 414-421-2600

Core Competencies

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

Primary NAICS Codes

| | |
|--------|---|
| 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.



October 15, 2024

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

iii. Capabilities Statements

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)

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

iii. Capabilities Statements

Scope of
Work/Core
Competencies

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

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III. Keys to a Successful Buyer-Supplier Meeting

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iii. Capabilities Statements

Core Competencies/Scope of Work

- 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

III. Keys to a Successful Buyer-Supplier Meeting

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iii. Capabilities Statements



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Company Snapshot

Industries Served

- Military and Defense
- Aerospace and Automotive
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CAGE Code: 4L1K1
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Quality Policy

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Differentiators:
 Sometimes in the narrative, in other locations, and in your pitch

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

iii. Capabilities Statements

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



ATHENA
CONSTRUCTION GROUP

DUNS# 14313754
CAGE# 472W5

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

NAICS CODES
PRIMARY
236220 Commercial Construction
218590 Rough Carpentry
218590 Doors, Fixtures, Hardware
218590 Furniture
218510 Drywall
218510 Flooring

BONDING
\$10m per/\$40m aggregate

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

KEY PERSONNEL
Amber Peebles, President
Melissa Schneider, VP
Clay Frosk, COO
Sheila Henderson, CAO

CONTACT INFO
Athena Construction Group, Inc.
18031 Dumfries Shopping Plaza
Dumfries, Virginia 22026
703.221.7151 office
703.221.7929 fax
www.athenacostgroup.com
info@athenacostgroup.com

CAPABILITIES STATEMENT

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">• 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• POFB 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 |

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

iii. Capabilities Statements

| 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 • Other facilities? | X | X | X | X |
| Website and social media | X | X | X | x |
| Company Data • Size of firm, • Revenue • Available Resources • Insurance and Bonding | X | • Cyber security insurance • NIST | X | • Insurance • Bonding |
| Certifications • Small business program designations (fed, state, local, corporate) • Security Clearances | X | X | • ISO • Welding • AS9100 | x |

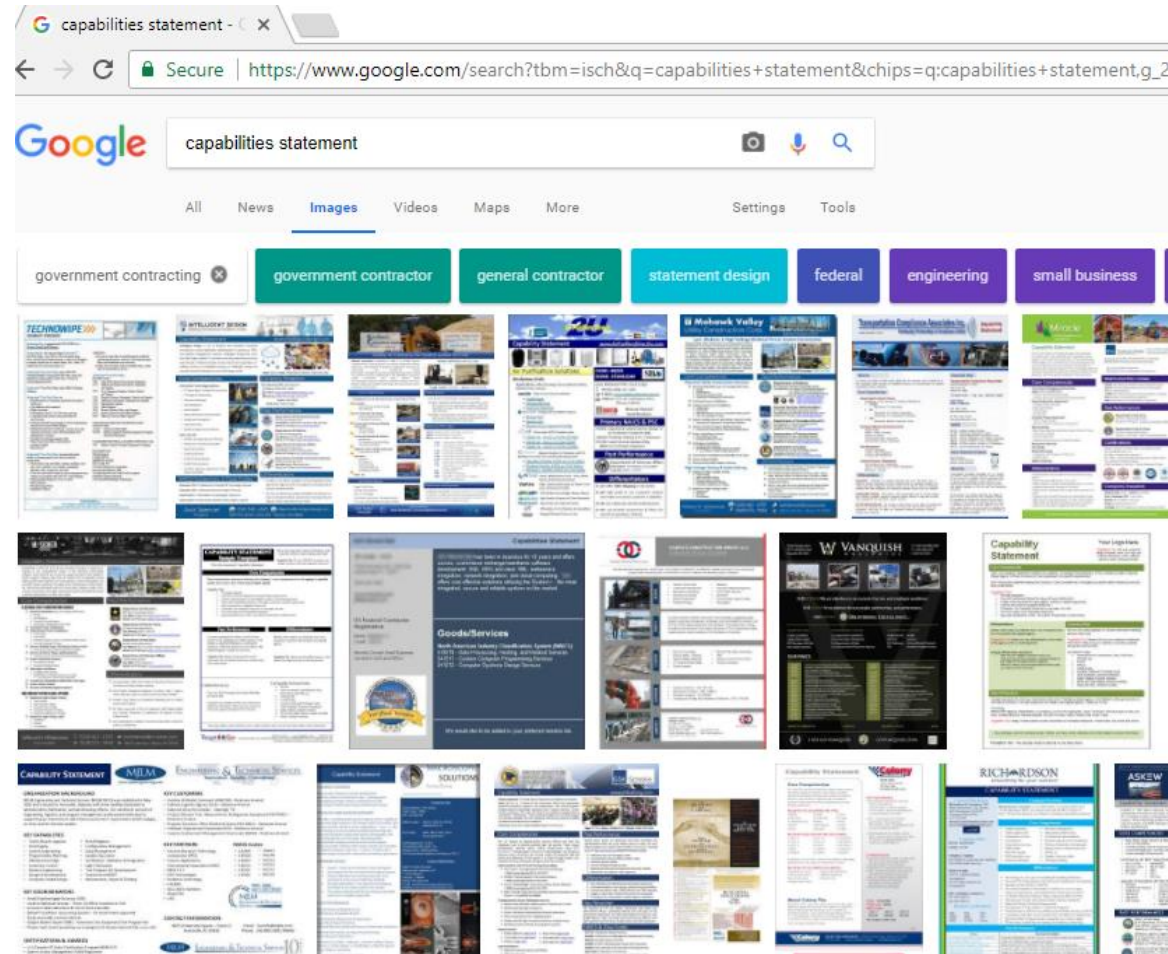
| Content | Standard Statement | IT Statement | Manufacturing | Construction |
|---|--------------------|--------------|---------------|--------------|
| Relevant codes - NAICS, NIGP, PSC-FSC, DUNS, CAGE | X | X | X | X |
| Systems used to run business • ERP • MRP | X | X | X | X |
| Past Performance • Target to customer • Most current govt. work • Or primes if no prior govt. work | X | X | X | X |
| Memberships in professional organizations | X | X | X | X |

III. Keys to a Successful Buyer-Supplier Meeting

A. Pre-event preparation

iii. Capabilities Statements

Recommend light color background – allows for note taking and comments



III. Keys to a Successful Buyer-Supplier Meeting

- A. Pre-event preparation
 - i. Market research
 - ii. Business cards
 - iii. Capabilities statements
- B. Post-event preparation
 - i. Following-up
 - ii. Plan for your buyer to review your company
- C. In the meetings: conversations for success
 - i. Strategically using your materials
 - ii. Your pitch
 - iii. Read the room



III. Keys to a Successful Buyer-Supplier Meeting

B. Post-event preparation

i. Following Up

- Plan to follow-up within 1-2 business days
 - Depending on the company, some in-person visits to meet the procurement team may be welcome
 - Follow-up as necessary in the subsequent months – read the room
- Register in supplier portals if you did not before the event

III. Keys to a Successful Buyer-Supplier Meeting

B. Post-event preparation

ii. Plan for Your Buyer to Review Your Company

II. Buyer-Supplier Meetings and Your Sales Strategy

A. Creating Opportunities for your Business – Active vs. Passive Engagement

ii. Being Found

- Having a website that contains a “Government Solutions” tab and relevant information like:
 - UEI and CAGE code
 - Any technical or ownership certifications
 - Capabilities Statement
 - Awards won from a buyer – example “Johnson Controls Supplier of the Year 2022”
- Updated Dynamic Small Business Search (DSBS) profile
- Have a LinkedIn profile

II. Buyer-Supplier Meetings and Your Sales Strategy

A. Creating Opportunities for your Business – Active vs. Passive Engagement

ii. Being Found

- Having a website that contains a “Government Solutions” tab and relevant information like:
 - UEI and CAGE code
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II. Buyer-Supplier Meetings and Your Sales Strategy

A. Creating Opportunities for your Business – Active vs. Passive Engagement

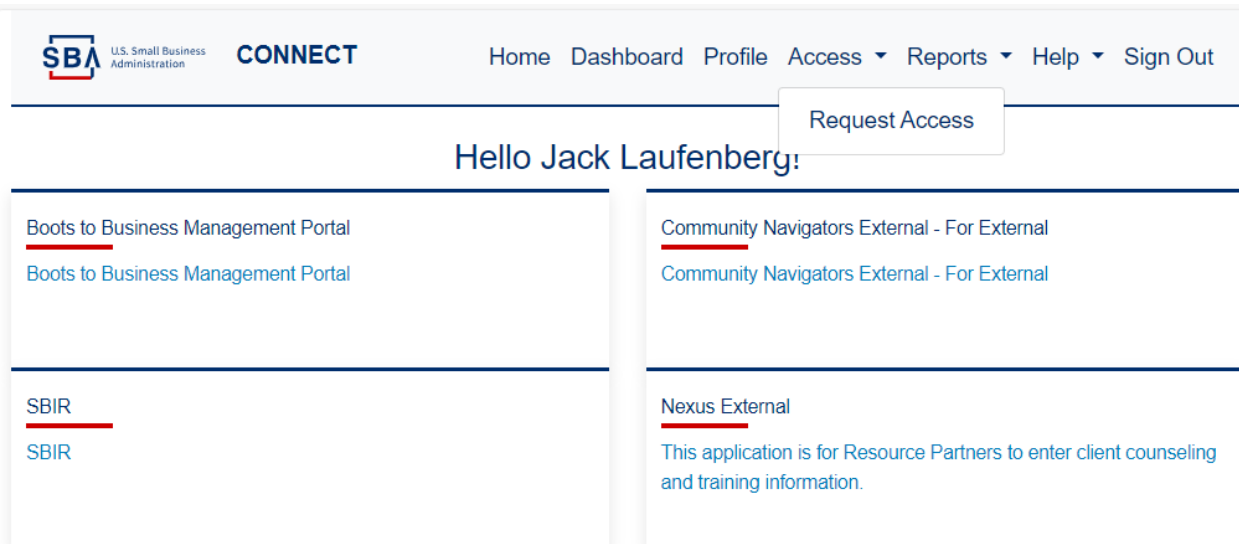
ii. Being Found

- Small businesses that register in SAM.gov receive a DSBS profile
- DSBS profile updates occur on www.connect.SBA.gov
- Login credentials are the same as your SAM.gov account
- Request DSBS access on the Connect portal

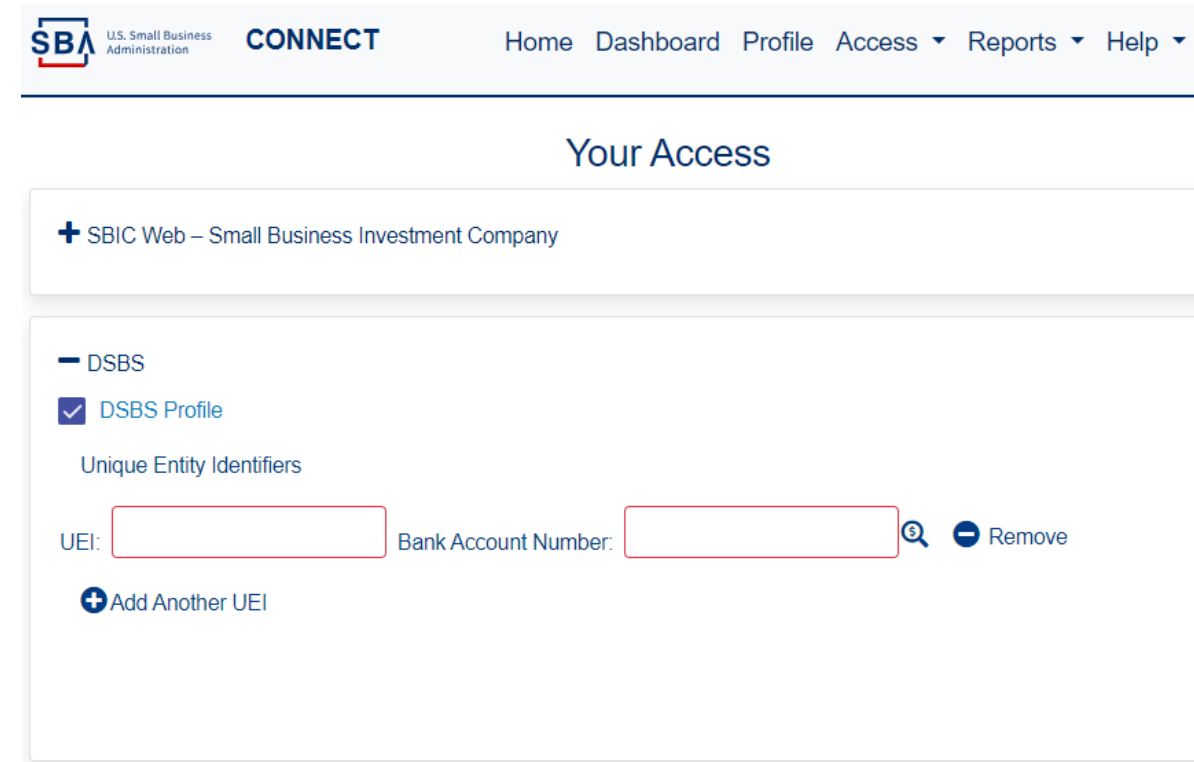
II. Buyer-Supplier Meetings and Your Sales Strategy

A. Creating Opportunities for your Business – Active vs. Passive Engagement

ii. Being Found



The screenshot shows the SBA CONNECT dashboard for user Jack Laufenberg. The navigation bar includes 'Home', 'Dashboard', 'Profile', 'Access', 'Reports', 'Help', and 'Sign Out'. A 'Request Access' button is visible. The main content area is titled 'Hello Jack Laufenberg!' and displays a grid of application tiles. On the left, there are two 'Boots to Business Management Portal' tiles and two 'SBIR' tiles. On the right, there are two 'Community Navigators External - For External' tiles and one 'Nexus External' tile with a description: 'This application is for Resource Partners to enter client counseling and training information.'



The screenshot shows the 'Your Access' page in SBA CONNECT. The navigation bar is identical to the previous screenshot. The main content area is titled 'Your Access' and lists several applications. The first is '+ SBIC Web – Small Business Investment Company'. Below it is a section for 'DSBS' with a checked 'DSBS Profile' checkbox. Under 'Unique Entity Identifiers', there are two input fields: 'UEI:' and 'Bank Account Number:'. A search icon and a 'Remove' button are next to the 'Bank Account Number' field. At the bottom of this section is a '+ Add Another UEI' button.

III. Keys to a Successful Buyer-Supplier Meeting

- A. Pre-event preparation
 - i. Market research
 - ii. Business cards
 - iii. Capabilities statements
- B. Post-event preparation
 - i. Following-up
 - ii. Plan for your buyer to review your company
- C. **In the meetings: conversations for success**
 - i. **Strategically using your materials**
 - ii. **Your pitch**
 - iii. **Read the room**



III. Keys to a Successful Buyer Meeting

A. In the meeting: conversations for success

i. Strategically Use Your Materials

- Bring plenty of business cards and capabilities statements
- Begin with by greeting the buyer and handing them your capabilities statement and business card
- Your capabilities statement should serve as the outline for your conversation

III. Keys to a Successful Buyer Meeting

A. In the meeting: conversations for success

ii. Your Introductory Pitch

- 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.

III. Keys to a Successful Buyer Meeting

A. In the meeting: conversations for success

ii. Your Pitch

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**.*

III. Keys to a Successful Buyer Meeting

A. In the meeting: conversations for success

ii. Your Pitch

- 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. Maybe you can help with that. But now I am looking for some long term contracts.

III. Keys to a Successful Buyer Meeting

A. In the meeting: conversations for success

ii. Your Pitch – Additional Details

- 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?

III. Keys to a Successful Buyer Meeting

A. In the meeting: conversations for success

ii. Your Pitch – Additional Details

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.

III. Keys to a Successful Buyer Meeting

A. In the meeting: conversations for success

ii. Your Longer Pitch

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!

III. Keys to a Successful Buyer Meeting

A. *In the meeting: conversations for success*

ii. Your Longer Pitch

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A. In the meeting: conversations for success

ii. Your Longer Pitch

- 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

Jack Laufenberg – 414-270-3600

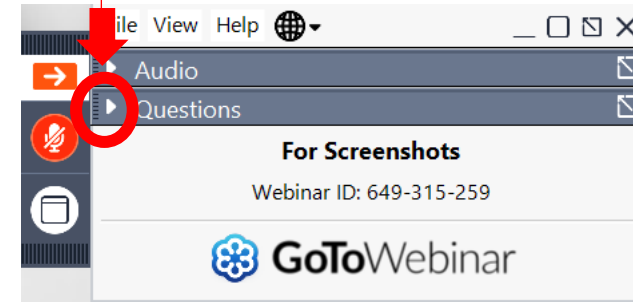
10437 Innovation Drive, Suite 320
Milwaukee, WI 53226
414-270-3600

QUESTIONS?



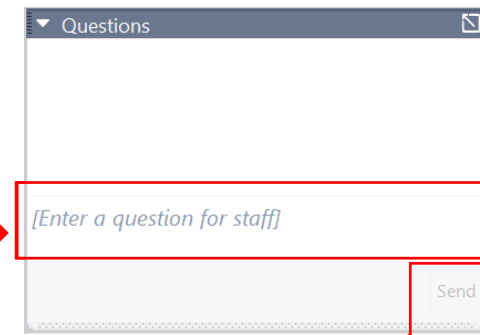
OPENING THE QUESTIONS BOX

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

ACQUISITION HOUR LIVE WEBINAR SERIES

The Acquisition Hour webinar series covers a range of topics from market entry, sales growth, small business certifications, compliance, and more. Attendees receive 1 CPE credit for attending.

- **November 12** – Preparing for One-on-One Buyer Meetings
- **November 13** – Responding to Sources Sought Notices and Preparing a Capabilities Statement
- **November 19** – Understanding SBA and DOD Mentor Protégé Programs (MPP)
- **November 22** – CMMC Update – November 2024
- **December 20** - CMMC Update – December 2024

CYBER FRIDAY LIVE WEBINAR SERIES

Cyber Friday is a series of one-hour webinars focusing on critical topics for DOD contractors and subcontractors in cyber security, data security, and CMMC. Attendees receive 1 CPE credit for attending.

- ~~October 18, 3.1.7 System Maintenance Policy~~
- **November 22, 3.1.8 Media Control Policy, Media Destruction Policy and Personnel Security**
- **January 24, 3.1.11 Risk Assessment Policy, Security Assessment Reports**

EMERGING ISSUES WEBINAR SERIES

This series is intended as an information tool and resource for contract managers and those with a compliance function. Attendees receive 1 CPE credit for attending.

- ~~Oct 24 – Innovation – What Does Innovation Look Like from DoD's Perspective?~~
- **Nov 21** – The Critical Role Your Accounting System Plays in SBIR/STTR Success

Expanding Business Opportunities in Rural Wisconsin

The government can be a great customer for your business – especially if you are a small business. The challenge is to know WHAT they buy, HOW they buy it, and WHEN they buy it – AND THEN – how your business can take those first steps to SUCCESSFULLY SELL to the FEDERAL GOVERNMENT. Wisconsin is home to many Federal opportunities from Ft. McCoy, US Army Corps of Engineers, National Park Service, US Forest Service and VA Hospitals and Clinics. It is also home to a number of large prime contractors including Oshkosh Defense, Wisconsin Physician Services and Michels.



November 13

Juneau County
Elroy Theatre

122 S Main St., Elroy, WI 5392



November 14

Black River Falls

Ho-Chunk Gaming (Bingo Hall)

W9010 Hwy 54E, Black River Falls, WI 54615

...More information and registrations at wispro.org/events



- Save the Date -



**The
Contracting
Academy**

*Developing and Growing
Government Contractors*

Dec 10

Virtual | 9:00 am - 4:00 pm

The Contracting Academy (TCA) is an opportunity for businesses to grow their technical knowledge of contracting with Federal Government, State/Local Government, and Government Prime Contractors. The series of workshops will benefit established businesses looking to grow and develop their government sales.

...More information and registrations at wispro.org/events



Dec 11-12

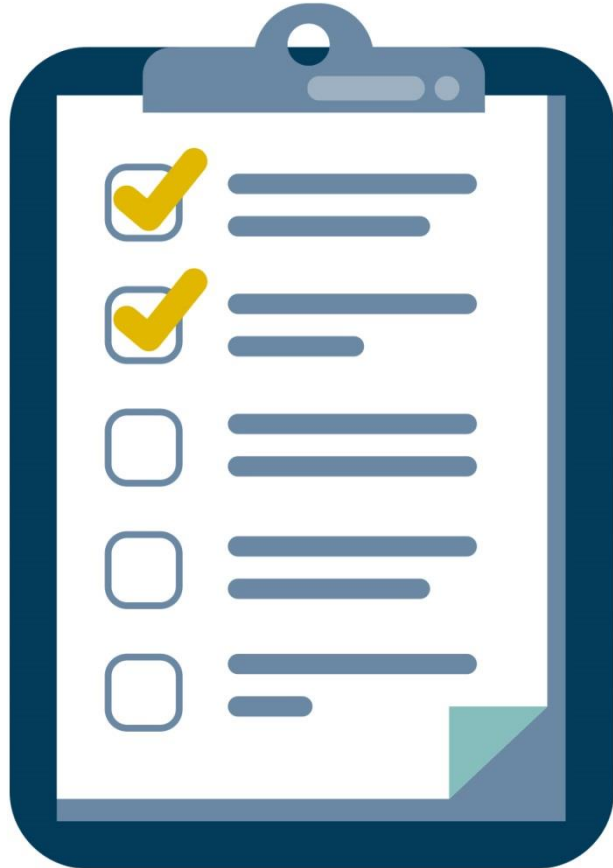
The Baird Center

400 W Wisconsin Ave. Milwaukee WI 53203

Presented by the Wisconsin Economic Development Corporation, MARKETPLACE is the Governor's Annual Conference on Diverse Business Development. This event connects business owners from across Wisconsin seeking to do business with state, federal and local governments as well as the private sector. The conference provides the opportunity for established minority-, woman-, veteran- and LGBTQ+-owned businesses and small businesses to learn from and connect with resource providers, government representatives, corporate buyers and business professionals to lay a foundation for new partnerships and business opportunities.

MarketplaceWisconsin.com

SURVEY



November 12, 2024

CONTINUING PROFESSIONAL EDUCATION



This webinar is eligible for 1 CPE credit.
For a certificate of this credit please contact:

Neelu Patil

neelagangap@wispro.org

PRESENTED BY

Wisconsin Procurement Institute (WPI)

www.wispro.org

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