

Acquisition Hour

# Selling to the Government – is there an opportunity for your small business?

October 8 | Noon – 1:00 pm

Presented by:

Mark Dennis, Wisconsin Procurement Institute





*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 and training to all of Wisconsin's 72 counties**

- Individual counseling at our offices, client's facility or virtually
- Small group training – webinars and workshops including Acquisition Hours, Cyber Fridays, Evening FAR sessions, Federal Market Insights and Local Government Sales Opportunities
- Conferences the Governors Marketplace, The Contracting Academy (TCA), WEDCs Small Business Academy, Wisconsin Federal Contractor Forum [DC and in-state], Government Opportunities Business Conference GOBC) with WI military bases, End of Year Federal Contractor Update, Annual DOD Contract Management Update, and more.....

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



October 8 2025

# 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*





**SELLING TO THE GOVERNMENT:  
IS THERE  
AN OPPORTUNITY FOR  
YOUR SMALL BUSINESS?**

# WHAT DOES GOVERNMENT BUY?

- 1. Construction**
- 2. Manufacturing**
- 3. Real Estate and Leasing**
- 4. All Types of Products and Equipment**
- 5. Repair Parts and Services**
- 6. Architect / Engineering and Professional Services**
- 7. Security and Defense Products**
- 8. Spare Parts, Fuels, Chemicals, Gases, Utilities**
- 9. Clothing, Footwear, Protective Gear, Uniforms**
- 10. Food Products including Animal Feed**
- 11. Health Care Services and Products**

# FEDERAL GOVERNMENT

- **Federal – a \$600+ billion market**

- Very Large market
- Worldwide
- Complex
- Benefit to being SMALL [SMALL BUSINESS SET ASIDES]
- Manufacturing, Construction, Services, R&D, Products ..... – anything / everything

- **Federal Primes**

- Large market
- Worldwide
- Less Complex – flow-down of rules from Federal Prime contractor
- Benefit to being SMALL [SMALL BUSINESS SET ASIDES]

# LOCAL / STATE GOVERNMENT

- **State**

- Medium size market
- Statewide
- Less complex – DIFFERENT FROM FEDERAL – REGULATIONS AND CERTIFICATIONS AND PROCESS
- Products, Services and construction for the most part
- Minimal manufacturing and R&D

- **Local**

- Smaller market
- Smaller geography
- Less complex - DIFFERENT FROM FEDERAL AND STATE – REGULATIONS AND CERTIFICATIONS AND PROCESS
- Products, Services and construction for the most part

# FEDERAL GOVERNMENT



### The Official U.S. Government System for:

#### Contracting

Contract data including Opportunities, Awards and Subcontractor reports

#### Wage Determinations

#### Federal Hierarchy

Departments and Subtiers

#### Federal Assistance

Assistance Listings and Subaward Reports (was FSRS.gov)

#### Entity Information

Entities, Disaster Response Registry, Exclusions, and Responsibility / Qualification (was FAPIIS.gov)

#### Entity Reporting

SCR and Bio-Preferred Reporting

Are you searching for Federal Acquisition Supply Chain Security Act (FASCSA) orders?

[View FASCSA Orders](#)

### Register Your Entity or Get a Unique Entity ID

Register your entity or get a Unique Entity ID to get started doing business with the federal government.

[Get Started](#)

[Renew Entity](#)

[Check Entity Status](#)

### Already know what you want to find?

Select Domain... e.g. 1606N020Q02

### Small Business Search Notifications

- **The only legitimate SBA phone number related to Certifications is 1-866-443-4110.** “Certify.us” is not affiliated with SBA. SBA will not demand documents or information by email related to this Small Business Search (SBS) website, including capability statements. SBA will not charge a cost for Small Business Search (SBS) content or profile management.
- Effective August 1, 2025, **VOSB and SDVOSB joint venture designations will no longer be reflected in SBS.** [Click here to learn more.](#)



[Small Business Search](#)

## Find the right small businesses **fast.**

Small businesses everywhere are seeking federal contracts.  
Find the ones that meet your agency's needs right now.



Quick Search

[Or, skip directly to search filters →](#)

# UNDERSTAND THE US SBA SMALL BUSINESS PROGRAMS

- Each year, the federal government contracts to Small Disadvantaged Businesses (SDBs). This amount makes up about 10% of all annual federal contracting dollars.
- SBA small business programs offer capital through loans like 7(a) loans and 504 loans, provide contracting assistance through programs for disadvantaged, HUBZone, and woman-owned businesses, and deliver counseling and training through Small Business Development Centers (SBDCs) and the MySBA Learning Platform. Other services include support for [research and technology \(SBIR/STTR\)](#) and resources for [disaster recovery](#).
- SBA Certifications: WOSB/EDWOSB, VOSB/SDVOSB, 8(a), HUBZone

# MARKET RESEARCH AND LOCATING OPPORTUNITIES



Wisconsin Procurement Institute  
An APEX Accelerator

## Welcome to mybidmatch.com for search profile: W18914

The procurement opportunities that matched your search profile are listed below by date, along with the total number of articles found for each date. You will receive an e-mail when new articles are posted here. If your e-mail address changes, please notify us as soon as possible using the contact information included with each day's listing.

You may also bookmark this page and check back as often as you'd like for new postings and please visit our [help](#) file for assistance on interpreting the bid leads. Articles will remain on the mybidmatch.com Web site for 30 days.

Date	Articles	Read
<a href="#">Friday, Mar 8, 2024</a>	6	New
<a href="#">Thursday, Mar 7, 2024</a>	5	New
<a href="#">Wednesday, Mar 6, 2024</a>	2	New
<a href="#">Tuesday, Mar 5, 2024</a>	5	New
<a href="#">Monday, Mar 4, 2024</a>	0	New
<a href="#">Sunday, Mar 3, 2024</a>	0	New
<a href="#">Saturday, Mar 2, 2024</a>	2	New
<a href="#">Friday, Mar 1, 2024</a>	1	New
<a href="#">Thursday, Feb 29, 2024</a>	3	New
<a href="#">Wednesday, Feb 28, 2024</a>	1	New
<a href="#">Tuesday, Feb 27, 2024</a>	1	New
<a href="#">Monday, Feb 26, 2024</a>	0	New
<a href="#">Sunday, Feb 25, 2024</a>	0	New
<a href="#">Saturday, Feb 24, 2024</a>	5	New
<a href="#">Friday, Feb 23, 2024</a>	2	New
<a href="#">Thursday, Feb 22, 2024</a>	8	New
<a href="#">Wednesday, Feb 21, 2024</a>	4	New
<a href="#">Tuesday, Feb 20, 2024</a>	2	Feb 21 2024 9:01AM

USAspending.gov | Data Lab | Fiscal Data <https://www.usaspending.gov/>



We can do this. Find COVID-19 vaccines near you. [Visit Vaccines.gov](#)

The federal government has spent 54 trillion in response to COVID-19.

Coronavirus  
\$149,983,227  
OUTLAYED AMOUNT  
HRSA COVID-19  
Uninsured Program  
Assistance Fund  
\$140,145,895  
OUTLAYED AMOUNT  
Education Stabiliza  
\$73,360,965,  
OUTLAYED AMOUNT

Client General Screen | SAM.gov | Search | sba goals - Google Search

Search: All Words | e.g. 1606N020Q02

Select Domain: Contract Opportunities

Filter By

Keyword Search: For more information on how to use our keyword search, visit our help guide

Showing 1 - 25 of 131 results

Sort by: Updated Date

**Lease for office space - 3098 Sq Ft Required**

Contract Opportunities

Notice ID: DACA45-5-22-00117

The US Government currently occupies office and related space in a building under lease Kenosha, WI that will be expiring. The government is consid...

Department/Ind.Agency: DEPT OF DEFENSE | Subtier: DEPT OF THE ARMY

Current Date Offers Due: January 23, 2022, 06:09 AM CST

Published Date: Jan 18, 2022

**Child Care for Yellow Ribbon Event in Wisconsin Dells on February 5, 2022**

Contract Opportunities

Notice ID: W5059F-22-Q-0005

Current Date Offers Due: January 18, 2022, 03:00 PM CST

Notice Type: Updated Combined

<https://sam.gov/content/home>



# CERTIFICATIONS

# BEFORE YOU APPLY

- **Your account must be active in SAM.GOV**
  - **Unique Entity Identifier (UEI) – 12 characters**
  - **CAGE Code (5 characters)**
  - **Bank Routing Number and Bank Account # - for PAYMENTS**
  - **Taxpayer Identification Number (TIN #) for the BUSINESS**
- **Review the qualifications, eligibility, documentations requirements at: <https://www.sba.gov/federal-contracting/contracting-assistance-programs>**

# [HTTPS://CERTIFICATIONS.SBA.GOV/](https://certifications.sba.gov/)


Entity-owned firms cannot apply for certification yet, but that application will be coming soon.

**SBA** U.S. Small Business Administration

Home Resources Get Help **Sign Up / Login**

## MySBA Certifications


Your one-stop destination for SBA's small business certifications.



### Should I Apply

See if your business is ready to be certified


**Find Out**



### Prepare for Application

Get your business ready for certification

**Prepare**



### HUBZone Calculator

See if your business qualifies for HUBZone

**Launch**

## Benefits of Certification

- ▶ Access to sole-source and competitive set-aside contracts

## ***Resources for Learning about Certifications:***

1. WPI Webinars and Presentations in cooperation with the SBA and State Agencies
2. WPI Live Meetings and Events in cooperation with State, County and City agencies
3. Women's Business Groups
4. Veterans' Business Groups
5. Disadvantaged Business Enterprise (DBE) website and events

Some notes and opinions about certifications...

Certifications are “not necessary, but nice” to assist in winning government business. Small is Good!

The first job of an entrepreneur is not to get certifications. It’s to actually get into business, get up and running, and make some sales. Your goal is to leave the entrepreneur stage of start-up, and become operational, and financially solvent. At this point, ready to bid on contracts and subcontracts.

Contractors must be Responsible and Responsive to win a contract. A merely certified business who is NOT responsible and responsive will not succeed.

Government is aware of resellers, and wants to do business with manufacturers instead.

Using a certification as an empty shell company, or a front, is legally hazardous. (Big Hat, No Cattle)

*“It’s never been more important to be good at what I do.”*

# STATE GOVERNMENT



State of Wisconsin  
Department of Administration

Search Department of Administration

- State Employees ▾
- Doing Business ▾
- State Finances ▾
- Local Govts/Grants ▾
- Capitol ▾
- Licenses/Hearings ▾
- About DOA ▾

## State Bureau of Procurement

The State Bureau of Procurement (SBOP) is part of the Wisconsin Department of Administration and administers the procurement laws, policies, procedures of the state on behalf of all agencies and campuses.



State Agencies & Campuses



Suppliers



Municipal Governments



**My INFORMATION**

Please login to respond to solicitations. If you do not have an account, please click on the **Create your WAMS ID** link below

WAMS Username:

Password:

[Need help registering as a bidder?](#)

**Log in Assistance:**

[What is WAMS?](#)

[Create your WAMS ID](#)

[Forgot your WAMS ID and/or password?](#)

**System Requirements:**

[Minimum System Requirements](#)

**HELP DESK**

**Questions related to Solicitations**

Please reference the Agency Contact on the solicitation page.

**General Procurement Questions**

**ANNOUNCEMENTS**

The Wisconsin eSupplier Portal for bidders provides easy access to information about state agency bidding opportunities related to purchases of goods and services. This portal will also be the source for bidders to manage their company information, replacing this feature of VendorNet. For more information about this transition, see [VendorNet](#).



VendorNet  
Lookup At  
Public No

- How
- How
- How
- How
- How
- How
- New

**No Upcoming Solicitations Have Been Announced**

**CURRENT SOLICITATIONS**

**Most Recent Solicitations**

SOLICITATION REFERENCE	TITLE	Due
RFP MA220911	Statewide Public Safety Interoperable Communication System	
437002-M22-0001889	DECE Customer Support Co	
433001-M22-0001936	Public Awareness Campaign	
JD-RFI22-1320	eGrant Management System Request for Information (RFI)	
JD-P22-1213	Forensic Science Laboratory Information Management System (LIMS)	

Solicitation Information

**PUBLIC AWARENESS CAMPAIGN**

The purpose of this document is to provide interested parties with information to enable them to provide information to the Child Abuse and Neglect Prevention Board's (CANPB) Public Awareness Campaign focusing on organizations' programs and policies make all families feel welcome.

The Public Awareness Campaign will promote Family Resource Centers as local, community-based families by being inclusive of all families and creating programs and policies ensuring services are welcome.

The State as represented by the Wisconsin Department of Children and Families (DCF) on behalf for Proposal (RFP) to award a contract for the Public Awareness Campaign which will be welcome.

Please do not submit questions through Wisconsin eSupplier but use the email address shown in

SOLICITATION INFORMATION	AGENCY CONTACT INFORMATION
Event Number: 12120	Name: Beth Blanchard
Event Status: Posted/Awaiting Responses	Email: dcfprocurement
Solicitation Reference #: 433001-M22-0001936	Phone: 608/422-6363
Agency: Child Abuse & Neglect Prev Bd	Fax:
Available Date: 01/11/2022	
Response Due Date: 02/22/2022 at 2:00PM	

**DOCUMENT DOWNLOADS**



<https://esupplier.wi.gov/>



<https://supplierdiversity.wi.gov/Pages/Home.aspx>

Welcome to

# WI Supplier Diversity Program

The Wisconsin Supplier Diversity Program (SDP) certifies Minority-Owned (MBE), Service-Disabled Veteran-Owned (DVB) and Woman-Owned (WBE) businesses to provide better opportunities for them to do business with the State of Wisconsin and to assist the State of Wisconsin in achieving its goal of purchasing 5% with MBEs and 1% with DVBs.

# STATE OF WISCONSIN DEPARTMENT OF TRANSPORTATION (WISDOT)

- Projects
  - <http://wisconsindot.gov/Pages/projects/6yr-hwy-impr/proj-info/default.aspx>
- Small Business Transportation DBE program – women-owned, minority-owned
  - <http://wisconsindot.gov/Pages/doing-bus/ci-rights/dbe/default.aspx>



# Disadvantaged Business Enterprise (DBE) Program

[Annual Event](#) | [Contacts](#) | [DBE Application](#) | [DBE Directory](#) | [DBE Directory Map](#) | [DBE Program](#) | [DBE Trucking](#) | [Events](#) | [Forms and Info for DBEs](#) | [Newsletters](#) | [Plans and Goals](#) | [Prime Resources](#) | [Sign up for Updates](#) | [Stakeholders](#) | [Support Services](#)



The DBE Final Rule goes into effect on Thursday, May 9, 2024.

Stay Tuned... "WisDOT is working on an Implementation Plan and will broadly share when changes will be implemented prior to future bid lettings."

The purpose of WisDOT's [DBE program](#) is to increase the talent pool of contractors ready, willing, and able to perform high-quality work throughout the state highway system.

# LOCAL GOVERNMENT

# LOCAL GOVERNMENT LINKS

Each locality is different – HOW THEY PURCHASE and their associated small business programs

- List of Counties <https://www.wicounties.org/counties.iml>
- List of Cities / Municipalities  
<http://www.citytown.info/Wisconsin.htm>
- Fire Departments  
<http://www.firedepartment.net/directory/wisconsin>
- Police Departments <http://www.usacops.com/wi/>
- Schools <http://dpi.wi.gov/directories>

**Jackson County (example – check out all 72 Wisconsin Counties)**

<https://www.co.jackson.wi.us/index.asp?SEC=BE9EEC17-31BA-4B98-9096-4F77242C9896>

[https://www.co.jackson.wi.us/vertical/sites/%7B4C09F8F2-A8A2-4929-9E2A-A836851B00CC%7D/uploads/Jackson-County-RFP-for-Food-Service\\_2024\(1\).pdf](https://www.co.jackson.wi.us/vertical/sites/%7B4C09F8F2-A8A2-4929-9E2A-A836851B00CC%7D/uploads/Jackson-County-RFP-for-Food-Service_2024(1).pdf)

**Ho Chunk Nation (example – check out other WI tribal sites)**

<https://ho-chunknation.com/?s=rfp>

**City of Black River Falls (example)**

<https://blackriverfallswi.gov/category/news-notice/>

**Western Technical College Black River Falls**

<https://www.westerntc.edu/purchasing>

**UW Madison Jackson County Extension (example)**

<https://www3.uwsp.edu/FO/Pages/Purchasing/default.aspx>

**Demandstar/WAPP**

<https://www.demandstar.com/app/wapp/registration>

# THE BASICS OF SELLING TO THE GOVERNMENT

# WRITING AN EFFECTIVE CAPABILITIES STATEMENT (AND OTHER MARKETING ASSETS)



# WRITING AN EFFECTIVE CAPABILITIES STATEMENT

*Capabilities Statements and other Marketing Assets*

- Capabilities Statements
- Business Cards
- Business Emails
- Email Signatures
- Updating your website
- Updating your LinkedIn profile
- Updating your Google Business Profile
- Updating your SBA Small Business Search profile

# WRITING AN EFFECTIVE CAPABILITIES STATEMENT

## Capabilities statements – A resume for your business

### Capabilities Statement

smbvaluepartners.com



SMB Value Partners, Inc., a Woman-Owned Small Business, is a solutions provider for government and commercial clients. We provide enterprise-wide management solutions to support your business needs.



#### Company Snapshot

**SMB Value Partners, Inc.**  
 POC: Deb Dietz, President  
 Phone: 847-414-3856 | FAX: 847-510-0535  
 eMail: [ddietz@smbvaluepartners.com](mailto:ddietz@smbvaluepartners.com)  
 Address: 2122 Warwick Lane, Glenview, IL 60026-5743  
 Cage Code#: ----- | DUNS#: -----  
 Work Area: Nationwide

#### NAICS Codes

541611 Administrative & General Management Consulting Services  
 518210 Data Processing Hosting & Related Activities  
 524298 All other Insurance Related Activities  
 541512 Computer Systems Design Services  
 541613 Marketing Consulting Services  
 541614 Process, Physical Dist., and Logistics Consulting Services  
 541618 Other Management Consulting Services  
 541690 Other Scientific and Technical Consulting Services  
 541910 Marketing Research and Public Opinion Polling  
 541990 All Other Professional, Scientific, and Technical Services  
 611430 Professional & Management Development Training

#### PSC Codes

7030 Information Technology Software  
 A026 R&D-Defense Other: Services (Management/Support)  
 A096 R&D-Defense Other: Other (Management/Support)  
 AE16 R&D-Economic Growth: Employment Growth/Productivity (Management/Support)  
 AE26 R&D-Economic Growth: Product/Service Improvement (m/S)  
 AE36 R&D-Economic Growth: Manufacturing Tech. (Mgmt/Support)  
 AE96 R&D-Economic Growth: Other (Management/Support)  
 AF16 R&D-Education: Educational (Management/Support)  
 AN41 R&D-Medical Health Services - Basic Research  
 B506 Special Studies/Analysis-Data (Other Than Scientific)  
 B553 Special Studies/Analysis-Communications  
 B599 Special Studies/Analysis  
 D302 IT And Telecom-Systems Development  
 D303 IT And Telecom-Data Entry  
 D306 IT And Telecom-Systems Analysis  
 D307 IT And Telecom-IT Strategy And Architecture  
 D310 IT And Telecom-Cyber Security And Data Backup  
 D318 IT And Telecom-Services Solutions  
 D324 IT And Telecom-Business Continuity  
 G009 Social-Non-Government Insurance Programs  
 R405 Support-Prof.: Operations Research / Quantitative Analysis  
 R406 Support-Professional: Policy Review / Development  
 R408 Support-Professional: Program Management/Support  
 R410 Support-Prof.: Program Evaluation / Review / Development  
 R413 Support-Professional: Specifications Development  
 R422 Support-Professional: Market Research/Public Opinion  
 R426 Support-Professional: Communications  
 R499 Professional Services Support  
 R512 Support-Administrative: Information Retrieval  
 R699 Other Administrative Support Services  
 R701 Support-Management: Advertising  
 R702 Data Collection  
 R706 Logistics Support  
 R799 Support Management  
 U008 Education/Training: Training/Curriculum Development  
 U009 Education/Training-General

#### Core Competencies

- Strategic Planning and Execution
- Marketing & Sales Management
- Project and Program Management
- Information Technology – IT
- Operational Efficiencies / Process Improvements

#### Past Performances

	Bass Pro Shops		Baxter
	Complia Health		Grainger
	Infor ERP		RRDonnelly
	World Kitchen		Cummins
	Zenith Electronics		Citi Group



**SMB Value Partners, Inc.**  
 Helping Government Deliver Projects;  
 High Quality, On-Time and On-Budget



GOVERNMENT CAPABILITY STATEMENT

### Government Capability Statement

Quest can help you navigate through all levels of government solutions.

#### Quest's Local, State, and Federal Government Solutions Help You To:

- Boost performance, efficiency, and governance by consolidating data centers via virtualization and cloud solutions
- Enable anywhere, anytime access to resources by both citizens and government workers with mobile computing and apps
- Provide the large-scale data storage and backup/recovery services that underpin "big data" behind improved, real-time decisions
- Ensure data, network, and access security capabilities scale seamlessly without adding unnecessary cost or complexity

#### Quick Facts

- Business: Fast growing technology management company providing customized and secure Cloud, Managed, and Professional Services and IT products
- Corporate HQ: Roseville, CA
- Type: Privately Owned Corporation
- Awards: CRN Triple Crown
- Expertise: Deep bench of IT professionals with key industry/ vendor certs.
- Tier III Delivery Service Centers: McClellan Park, CA and Roseville, CA with 25+ additional Service Delivery Centers in US, Europe, and Asia. Annual SOC report.
- Security-focus: Cybersecurity, physical security, and individual security clearance levels including Top Security as needed.
- Disaster Recovery, BCP, design, testing, compliance, and facilities

#### Capabilities

- Assessment Services
- Application Development
- Managed Services
- Service Delivery Centers
- Business Resumption Center
- Cloud Services
- BCP/Disaster Recovery
- Managed Security Services
- Application Development
- Network Health
- Professional Services
- QuestFlex® SLA
- Maintenance Contract Management
- Infrastructure Services
- Data/Voice Circuits
- Technical Staffing
- E-signature Solutions

#### Interested in learning more?

Invest in the Capability, not the Product®  
[NASPOValuePoint@questsys.com](mailto:NASPOValuePoint@questsys.com)  
[www.questsys.com](http://www.questsys.com) • 800.326.4220

#### Past Clients

- UC Davis Health System and UC Davis
- Davis Joint Unified School District
- University of Las Vegas
- California State Teacher's Retirement System
- California Prison Industry Authority
- California ISO
- City of Concord
- CA Department of Justice
- California Department of Corrections and Rehabilitation
- Covered California
- California Chamber of Commerce
- Woodland Joint Unified School District
- Health Plan of San Joaquin

#### UNSPSC Codes

80101907, 43210000, 43212200, 43000000, 43200000, 43230000, 46170000, 46515000, 81120004, 80111700, 80111716

#### NIGP Codes

20800, 91800, 95800, 96200, 20400, 92000, 99000, 99048, 83800, 91800, 95800

#### SIC Codes

7373, 7379, 7372, 4899, 7375, 7374, 7379, 7389, 7371, 8711, 8748

#### USA Codes/NAICS

Primary - 541512 - Computer Systems Design Services/ Information Technology  
 511210 - Software Publishers  
 517939 - All Other Telecommunications  
 518210 - Data Processing, Hosting, and Related Services  
 541330 - Engineering Services  
 541490 - Other Specialized Design Services  
 541511 - Custom Computer Programming Services  
 541513 - Computer Facilities Management Services  
 541519 - Other Computer Related Services  
 541614 - Administrative Management and General Management Consulting Services

#### Government Codes:

CAGE Code: 0U0D2 DUNS: 10-7550055 Federal ID: 94-2838096

#### Contracts:

- NASPO ValuePoint: Cloud Solutions
- NASPO Reseller for Cisco, Dell/EMC, HPE, Palo Alto, Pure Storage
- California: Multiple CMAS IT Contracts
- California: Various Software Licensing Program (SLP) contracts
- California: Information Technology Consulting Services MSA
- E-Rate: SPIN 14300814
- Federal: Promark GSA Reseller



**HIGHER ECHELON™**  
 TRUSTED PARTNER IN ORGANIZATIONAL EXCELLENCE

### CAPABILITIES STATEMENT

HigherEchelon, Inc. is an organizational performance consulting & training firm founded in 2009 that guides clients through the rapidly changing & complex requirements of today's working environment by:

- Developing Resilient and Adaptable Leaders and Teams
- Leading Digital Transformations with Culture & Change Management
- Implementing Cutting-Edge Technology Solutions



**[HigherEchelon] did an exceptional job in terms of dedication, reliability, creativity, project management, diligence, scientific rigor, integrity and going the extra mile... I wholeheartedly recommend them.**  
 - Program Manager, Veterans Affairs

### KEY SERVICES



4.8 Average CPARS since 2018



#### HUMAN CAPITAL

- Executive Coaching
- Applied High Performance
- Corporate Team Building
- Culture & Change Management
- Training and Education
- Strategic Planning
- Assessments & Diagnostics

#### TECHNOLOGY

- Gaming and Simulation
- Salesforce Implementation
- Cross-platform Design and Development
- Cyber Operations and Training
- Enterprise Technology
- Information / Cyber Security at the agency level

- Embedded, Systems and Software Engineering
- Weapons Systems Design and Architecture Analysis
- Verification and Validation
- Software Design to meet DoD Safety Standards
- Data Management

### TRUSTED BY "They provided us with amazing service." - California National Guard



"...among the most trusted leaders in organizational excellence. -- InsideNOVA.com"

# I. WHEN AND WHY CAPABILITIES STATEMENTS ARE IMPORTANT: INTRODUCING YOUR BUSINESS

## A. One-on-one buyer meetings

- i. Introduction to buyer meetings
- ii. Who are your customers?

B. Other times to use your capabilities statement

C. Marketing: dynamic, not static



# I. WHEN AND WHY CAPABILITIES STATEMENTS ARE IMPORTANT

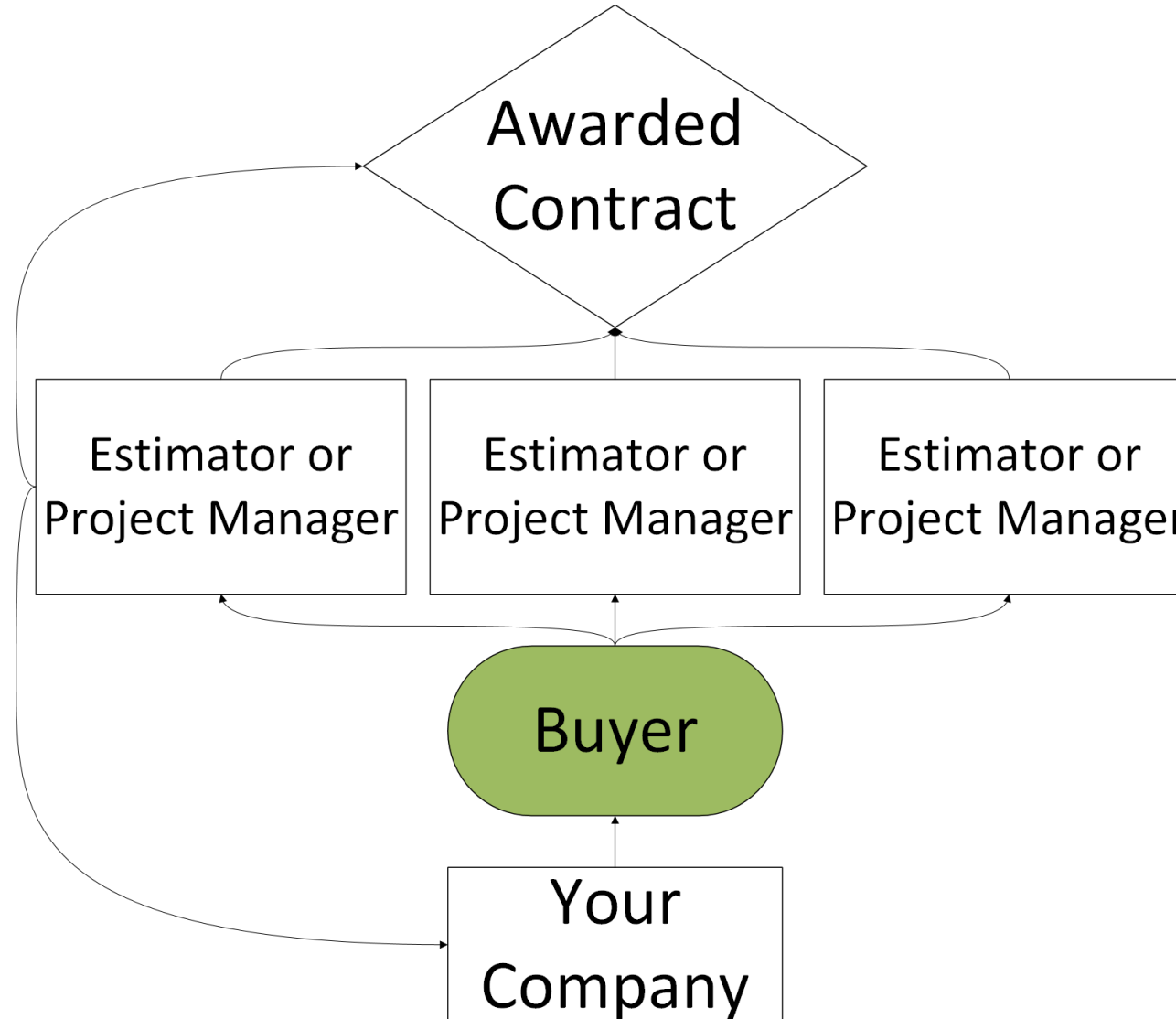
- Buyer meetings might also be called:
  - Matchmaking sessions
  - One-on-one buyer meetings
  - Buyer-supplier meetings
  - One-on-one buyer-supplier meetings

# I. WHEN AND WHY CAPABILITIES STATEMENTS ARE IMPORTANT

- One-on-one buyer meetings are 5–10 minute meetings between a **potential supplier (your business)** and a **government agency or large business/corporate representative (a buyer)**
- Government agencies may include:
  - Federal – Department of Defense (DoD) and non-DoD
  - State (e.g. Department of Natural Resources, Department of Motor Vehicles)
  - Local municipalities
- Corporations may include any corporation that is looking for suppliers, especially small business suppliers and diverse-owned small business suppliers

# I. WHEN AND WHY CAPABILITIES STATEMENTS ARE IMPORTANT

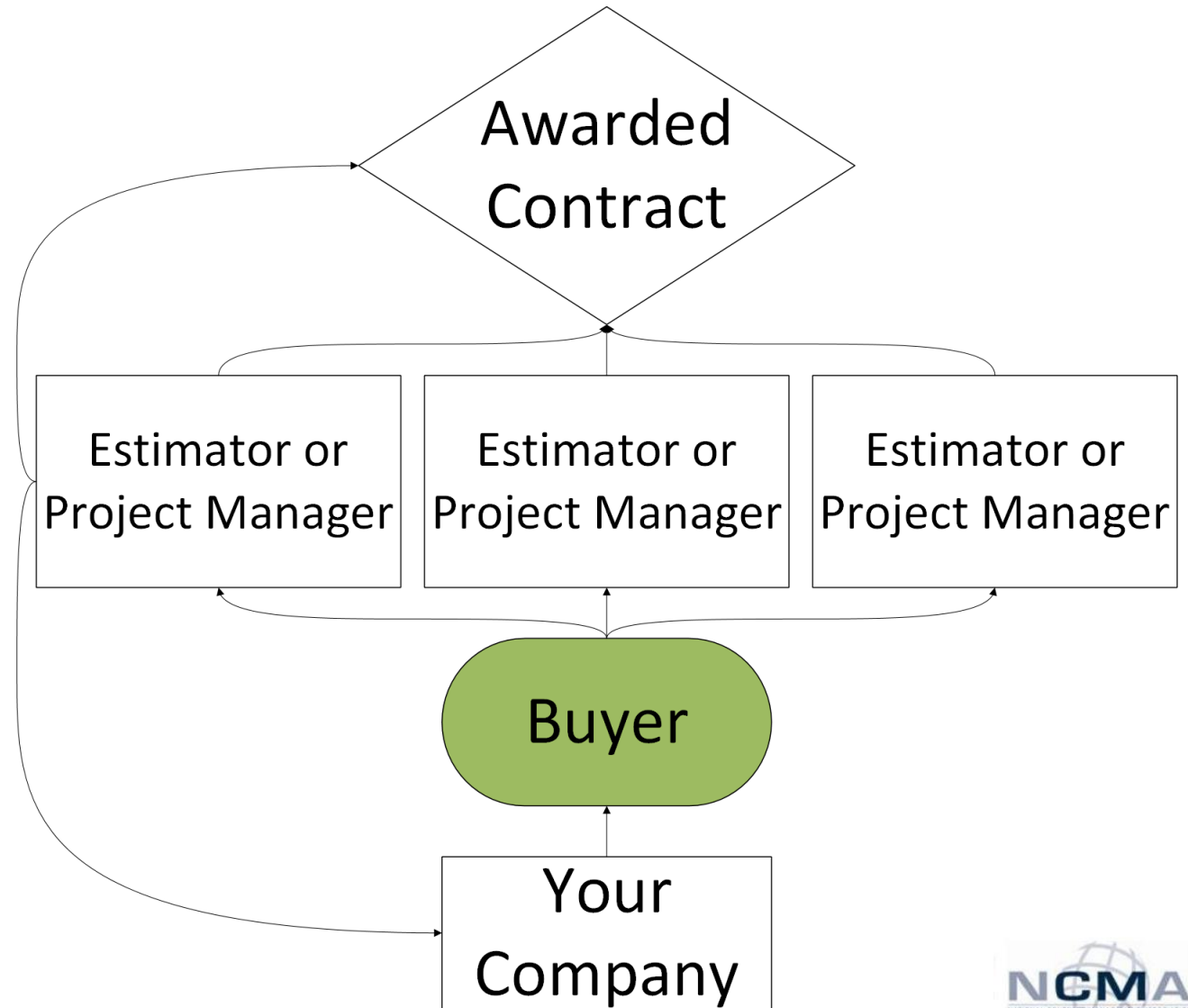
Exact structure depends on organization with which you are meeting



# I. WHEN AND WHY CAPABILITIES STATEMENTS ARE IMPORTANT

## A. One-on-one buyer meetings

- 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. WHEN AND WHY CAPABILITIES STATEMENTS ARE IMPORTANT

## A. *One-on-one buyer meetings*

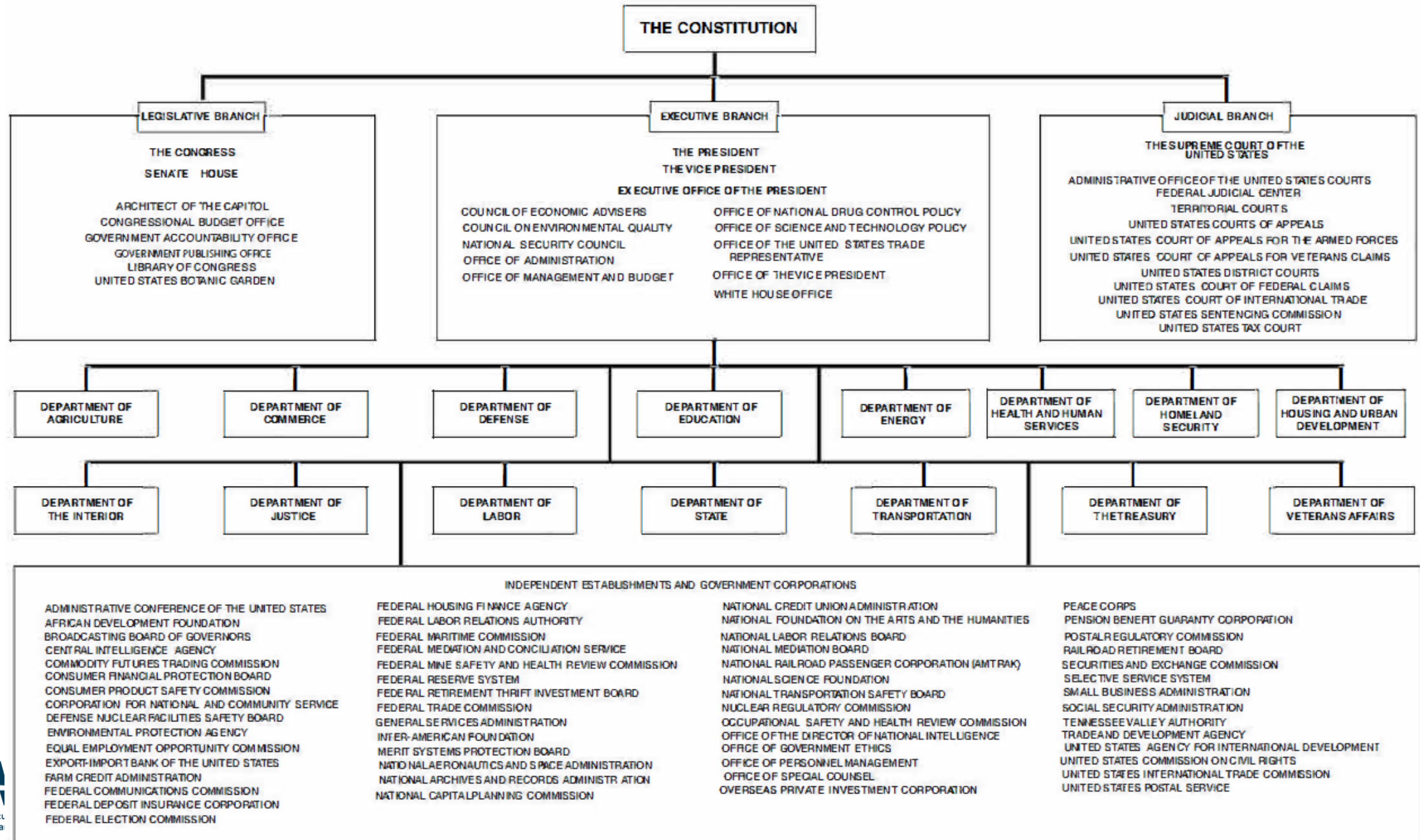
- Topics of discussion for buyer meetings includes:
  - Prime contracts
  - Subcontracts for government prime contractors
  - Contracts with corporations

# I. WHEN AND WHY CAPABILITIES STATEMENTS ARE IMPORTANT: INTRODUCING YOUR BUSINESS

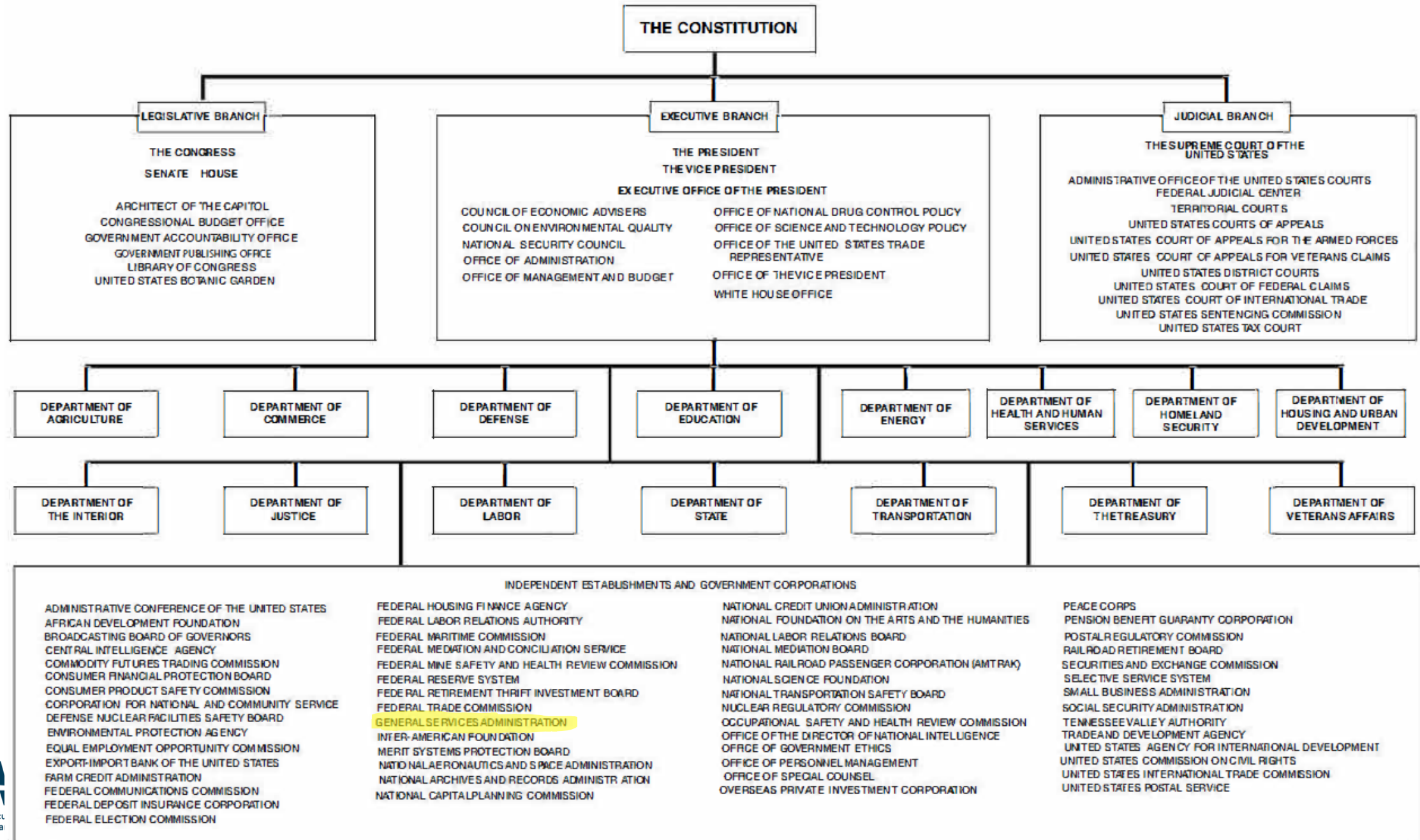
- A. One-on-one buyer meetings
  - i. Introduction to buyer meetings
  - ii. **Who are your customers?**
- B. Other times to use your capabilities statement
  - i. Marketing outreach



# THE GOVERNMENT OF THE UNITED STATES

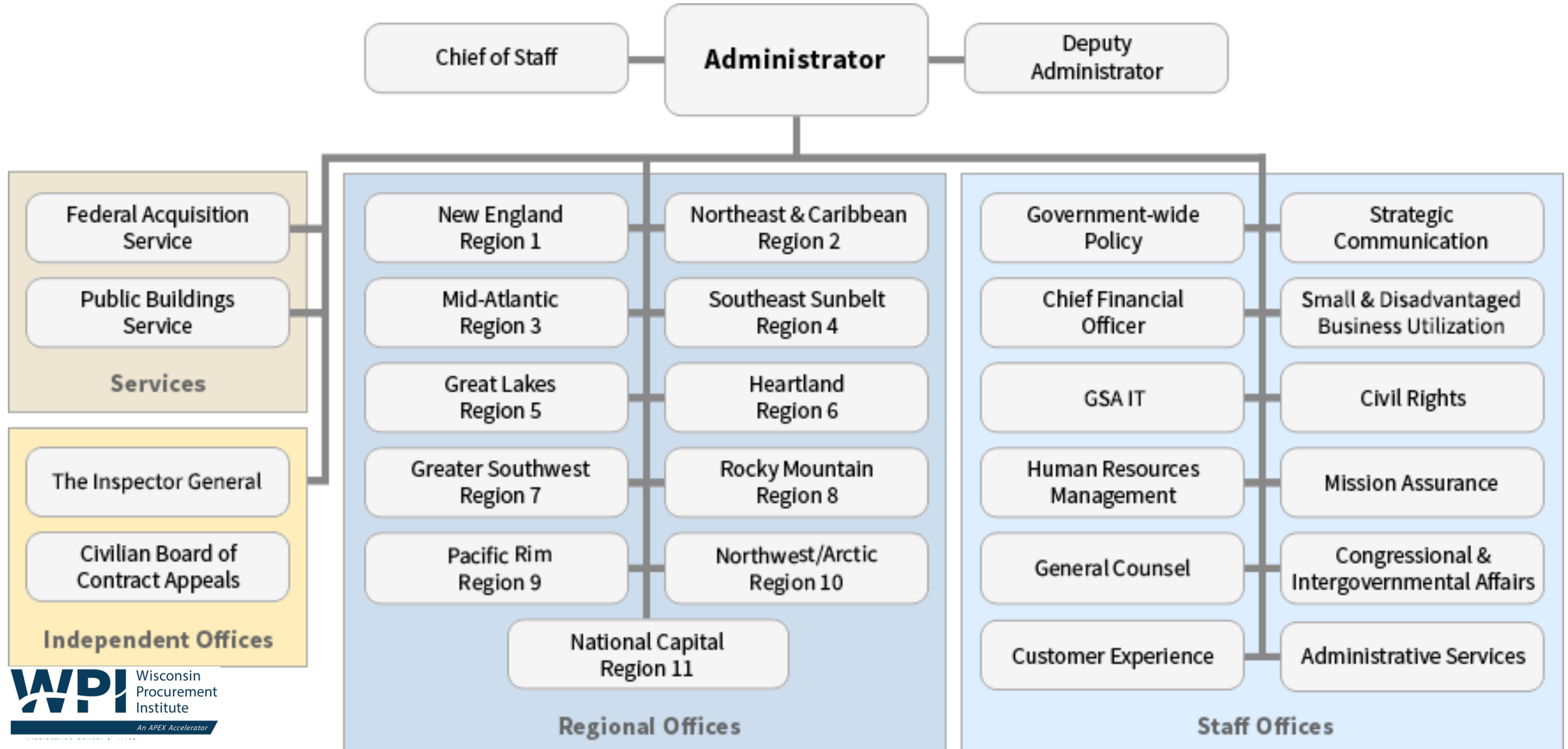


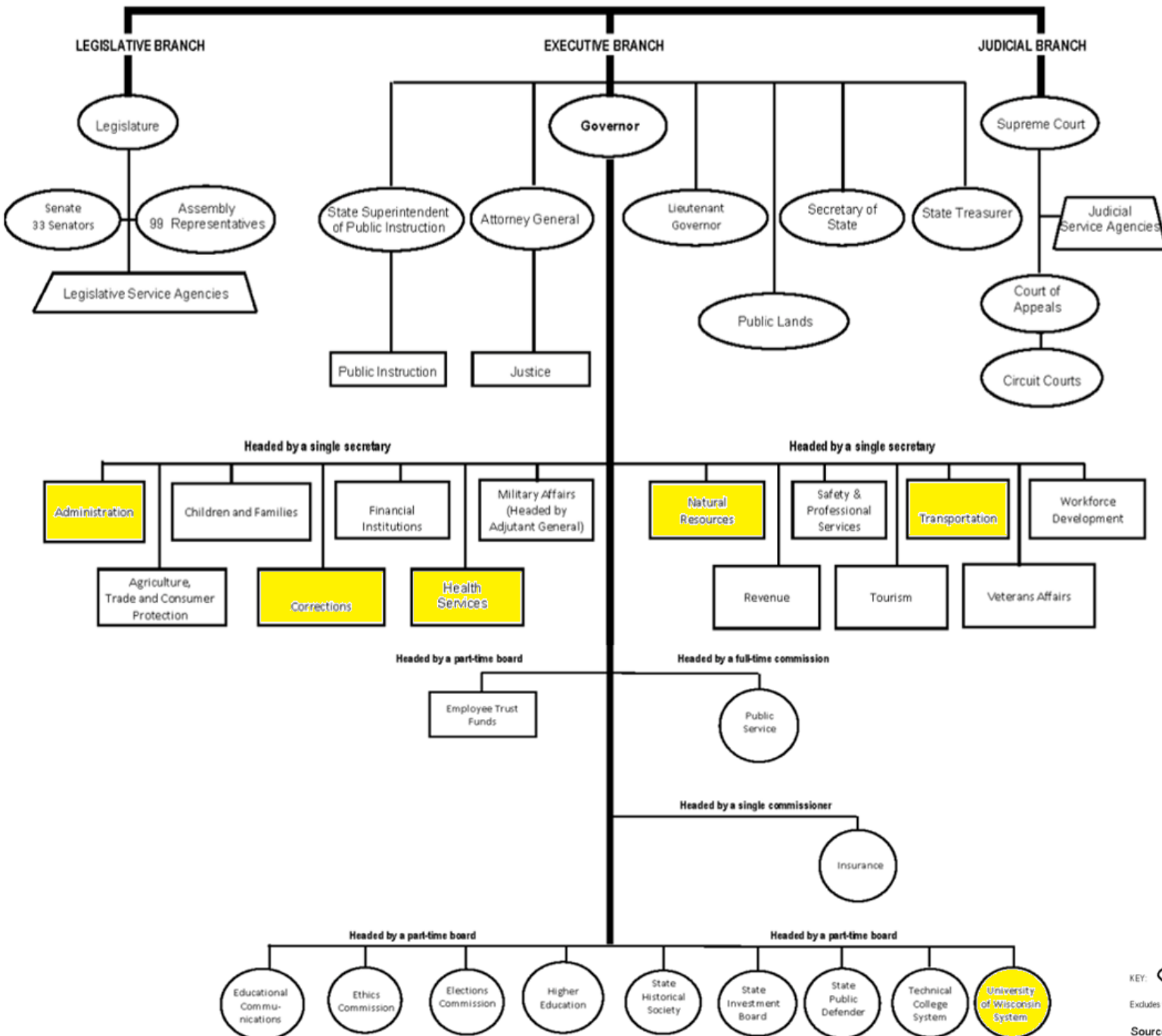
# THE GOVERNMENT OF THE UNITED STATES



# General Services Administration (GSA) Organization Chart

– [Over \\$110 Billion Spent Annually](#)





- AUTHORITIES**
- Wisconsin Aerospace
  - Fox River Navigational
  - Health and Educational Facilities
  - WI Economic Development Corporation
  - Housing and Economic Development
  - UW Hospitals and Clinics
  - Lower Fox River Remediation

# State of Wisconsin

KEY: ○ Constitutional Officer □ Administrative Department ○ Independent Agency ⬡ Authority ⬠ Service Agency ⬡ Nonprofit Corporation

Excludes various units of State government (certain boards, commissions, councils, divisions, and offices), which are attached to agencies for administrative purposes.

Source: Wisconsin Legislative Reference Bureau

# I. When and Why Capabilities Statements are Important

## A. One-on-one buyer meetings

### Municipalities

- “‘Municipality’ means any of the following which is authorized to levy a tax: a county, city, village, town, school district, board of park commissioners, technical college district, metropolitan sewerage district...town sanitary district...public inland lake protection and rehabilitation district...and any other public body empowered to borrow money and issue obligations to repay the money out of public funds or revenues. ‘Municipality’ does not include the state.” [Wisconsin State Statutes 67.01.5](#)
- Examples: [City of Franklin](#) departments include: administration, assessor, city attorney, city clerk, economic development, finance, fire, health, human resources, information technologies, inspection services, library, municipal court, parks & recreation, planning, policy, public works, water utility
- Resources to locate your customers within your service area
  - List of counties: <https://wisconsin.gov/Pages/travel/road/hwy-maps/county-maps/default.aspx#map>
  - List of cities, villages, and towns by county: <https://www.revenue.wi.gov/DOR%20Publications/muninbrs.pdf>
  - List of fire departments: <https://apps.usfa.fema.gov/registry/results?FdStateCode=112&>
  - List of police departments: [https://wilenet.widoc.gov/sites/default/files/public\\_files-2021-01/Law%20Enforcement%20Directory%2020200803.pdf](https://wilenet.widoc.gov/sites/default/files/public_files-2021-01/Law%20Enforcement%20Directory%2020200803.pdf)
  - List of schools (including districts, public schools, and private schools): <https://apps6.dpi.wi.gov/SchDirPublic/home>

# I. When and Why Capabilities Statements are Important

## A. One-on-one buyer meetings

### Large Businesses and Corporations

- Federal government contractors:
  - Prime contractors any size: [USASpending.gov](https://www.usaspending.gov)
  - Federal government prime contractors with small business subcontracting plans: <https://www.sba.gov/document/support-directory-federal-government-prime-contractors-subcontracting-plans>
- State of Wisconsin contractors:
  - [eSupplier – Wisconsin’s Bidding Portal](#)
  - [OpenBook Wisconsin](#)
- General business search
  - Wisconsin Economic Development Corporation’s “[SizeUpWI](#)” market research tool

# I. WHEN AND WHY CAPABILITIES STATEMENTS ARE IMPORTANT

## A. One-on-one buyer meetings

### Buyers from Marketplace 2024

#### Colleges and Universities

- Marquette University
- UW Madison
- UW Milwaukee
- UW System of Administration

#### Corporations/Government Prime Contractors

- CG Schmidt, Inc.
- Enbridge
- Findorff
- Oshkosh Defense
- PNC Bank
- U.S. Bank
- And more

#### Local Government Agencies

- City of Madison
- City of Milwaukee
- City of Wauwatosa
- Milwaukee County
- Kenosha County Dept. of Human Services
- Milwaukee Metropolitan Sewerage District
- WE Energies
- And more

#### State Government Agencies

- WI Dept. of Administration
- WI Dept. of Financial Institutions
- WI Dept. of Health Services

- WI Dept. of Public Instruction
- WI Department of Transportation
- WI Dept. of Public Instruction – School Nutrition Team
- And more

#### Federal Government Agencies

- Amtrak
- Federal Aviation Administration
- U.S. Army Corps of Engineers, Chicago and St. Paul District
- U.S. Dept. of Veterans Affairs – Great Lakes Acquisition Center
- U.S. General Services Administration, Public Buildings Center, Great Lakes Region
- And more

# I. WHEN AND WHY CAPABILITIES STATEMENTS ARE IMPORTANT

## A. One-on-one buyer meetings

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

### Upcoming Buyer Meetings

- Annual WEDC's "Marketplace Wisconsin 2025: The Governor's Conference on Diverse Business Development" (*in-person events*)
- [Sign-up for WPI's Events newsletter to stay up-to-date](#)
- If you need assistance identifying relevant industry associations, contact WPI

# I. WHEN AND WHY CAPABILITIES STATEMENTS ARE IMPORTANT: INTRODUCING YOUR BUSINESS

- A. One-on-one buyer meetings
  - i. Introduction to buyer meetings
  - ii. Who are your customers?
- B. **Other times to use your capabilities statement**
- C. Marketing: dynamic, not static



# I. WHEN AND WHY CAPABILITIES STATEMENTS ARE IMPORTANT

## *B. Other times to use your capabilities statement*

- Emails to government procurement professionals or corporate Small Business Liaison Officers (SBLOs)
- Site visits
- Networking events
- If you need assistance developing a sales list, please contact WPI

# I. WHEN AND WHY CAPABILITIES STATEMENTS ARE IMPORTANT

*C. Marketing: dynamic, not static*

## iii. Creating opportunities for your business: dynamic vs static marketing

- Word of mouth marketing
- Having a basic website
- Having an email address

# I. WHEN AND WHY CAPABILITIES STATEMENTS ARE IMPORTANT

*C. Marketing: dynamic, not static*

## iii. Creating opportunities for your business: dynamic vs static marketing

- What is your service area?
- Who are my customers in my service area?
- Are they purchasing what you sell?
- How can you connect with buyers?
- Does your website and other marketing materials offer content tailored to your customer, including potential government customers?

# II. CAPABILITIES STATEMENTS

## A. Overview

### A Business Resume

A concise one-page document that clearly and effectively communicates your capabilities to potential government customers: what you do, who you do it for, why you're different, and your past experience.

### 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 STATEMENTS

## Overview


- Capabilities statements – A resume for your business

### Capabilities Statement



**SMB Value Partners, Inc., a Woman-Owned Small Business, is a solutions provider for government and commercial clients. We provide enterprise-wide management solutions to support your business needs.**

smbvaluepartners.com



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#### Company Snapshot

**SMB Value Partners, Inc.**  
 POC: Deb Dietz, President  
 Phone: 847-414-3856 | FAX: 847-510-0535  
 eMail: [ddietz@smbvaluepartners.com](mailto:ddietz@smbvaluepartners.com)  
 Address: 2122 Warwick Lane, Glenview, IL 60026-5743  
 Cage Code#: ----- | DUNS#: -----  
 Work Area: Nationwide

#### NAICS Codes

541611 Administrative & General Management Consulting Services  
 518210 Data Processing Hosting & Related Activities  
 524298 All other Insurance Related Activities  
 541512 Computer Systems Design Services  
 541613 Marketing Consulting Services  
 541614 Process, Physical Dist., and Logistics Consulting Services  
 541618 Other Management Consulting Services  
 541690 Other Scientific and Technical Consulting Services  
 541910 Marketing Research and Public Opinion Polling  
 541990 All Other Professional, Scientific, and Technical Services  
 611430 Professional & Management Development Training

---

#### Differentiators

- Woman-Owned Small Business, focused on quality, reliability, savings and job creation. Senior executive leadership
- Full-service management consultants: Marketing, Communications, IT, Sales, Strategic Planning, Logistics, Operations, Cybersecurity, Training & Education
- Over 100 years of industry experience
- Focus on helping Government put small business people to work
- Outsourcing and Fractional Leadership
- Industry and software agnostic

#### PSC Codes











7030 Information Technology Software  
 A026 R&D- Defense Other: Services (Management/Support)  
 A036 R&D- Defense Other: Other (Management/Support)  
 AE16 R&D- Economic Growth: Employment Growth/Productivity (Management/Support)  
 AE26 R&D- Economic Growth: Product/Service Improvement (m / s)  
 AE36 R&D- Economic Growth: Manufacturing Tech. (Mgmt/Support)  
 AE96 R&D- Economic Growth: Other (Management/Support)  
 AF16 R&D- Education: Educational (Management/Support)  
 AN41 R&D-Medical Health Services - Basic Research  
 B506 Special Studies/Analysis-Data (Other Than Scientific)  
 B553 Special Studies/Analysis-Communications  
 B599 Special Studies/Analysis  
 D302 IT And Telecom-Systems Development  
 D303 IT And Telecom-Data Entry  
 D306 IT And Telecom-Systems Analysis  
 D307 IT And Telecom-IT Strategy And Architecture  
 D310 IT And Telecom-Cyber Security And Data Backup  
 D318 IT And Telecom-Services Solutions  
 D324 IT And Telecom-Business Continuity  
 G009 Social-Non-Government Insurance Programs  
 R405 Support-Prof.-Operations Research / Quantitative Analysis  
 R406 Support-Professional-Policy Review/Development  
 R408 Support-Professional-Program Management/Support  
 R410 Support-Prof.-Program Evaluation / Review / Development  
 R413 Support-Professional-Specialized Development  
 R422 Support-Professional-Market Research/Public Opinion  
 R426 Support-Professional-Communications  
 R499 Professional Service Support  
 R612 Support-Administrative-Information Retrieval  
 R699 Other Administrative Support Services  
 R701 Support-Management: Advertising  
 R702 Data Collection  
 R706 Logistics Support  
 R799 Support Management  
 U008 Education/Training: Training/Curriculum Development  
 U009 Education/Training: General

---


#### Core Competencies

- Strategic Planning and Execution
- Marketing & Sales Management
- Project and Program Management
- Information Technology – IT
- Operational Efficiencies / Process Improvements

#### Past Performances


	Bass Pro Shops		Baxter
	Complia Health		Grainger
	Infor ERP		RRDonnelly
	World Kitchen		Cummins
	Zentix Electronics		Citi Group

---




**SMB Value Partners, Inc.**  
 Helping Government Deliver Projects,  
 High Quality, On-Time and On-Budget

Interested in learning more?  
 Invest in the Capability, not the Product®  
 NASPO ValuePoint@questsys.com  
[www.questsys.com](http://www.questsys.com) • 800.326.4220



GOVERNMENT CAPABILITY STATEMENT



### Government Capability Statement

Quest can help you navigate through all levels of government solutions.

---

#### Quest's Local, State, and Federal Government Solutions Help You To:

- Best performance, efficiency, and governance by consolidating data centers via virtualization and cloud solutions
- Enable anywhere, anytime access to resources by both citizens and government workers with mobile computing and apps
- Provide the large-scale data storage and backup/recovery services that underpin "big data" behind improved, real-time decisions
- Ensure data, network, and access security capabilities scale seamlessly without adding unnecessary cost or complexity

#### Past Clients

- UC Davis Health System and UC Davis
- Davis Joint Unified School District
- University of Las Vegas
- California State Teacher's Retirement System
- California Prison Industry Authority
- California ISO
- City of Concord
- CA Department of Justice
- California Department of Corrections and Rehabilitation
- Covered California
- California Chamber of Commerce
- Woodland Joint Unified School District
- Health Plan of San Joaquin

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#### Quick Facts

- Business: Fast growing technology management company providing customized and secure Cloud, Managed, and Professional Services and IT products
- Corporate HQ: Roseville, CA
- Type: Privately Owned Corporation
- Awards: CRN Triple Crown
- Expertise: Deep bench of IT professionals with key industry/ vendor certs.
- Tier III Delivery Service Centers: McClellan Park, CA and Roseville, CA with 55+ additional Service Delivery Centers in US, Europe, and Asia. Annual SOC report.
- Security-focus: Cybersecurity, physical security, and individual security clearance levels including Top Security as needed.
- Disaster Recovery, BCP, design, testing, compliance, and facilities

"Quest never tries to persuade you that there's only one answer... they respect your input and incorporate it into their suggestions."  
 - Bob Kehr, Manager of Technological Support  
 California Davis Joint Union Unified School District

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#### UNSPSC Codes

8010197, 4321000, 4321220, 4300000, 4320000, 4323000, 4617000, 4615100, 8112004, 8011700, 8011716

#### SIC Codes

20800, 91800, 95800, 96200, 7373, 7379, 7377, 4899, 20200, 92000, 99000, 99048, 7375, 7374, 7378, 7389, 83800, 91800, 95800, 7371, 971, 8748

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#### USA Codes/NAICS

Primary - 54512 - Computer Systems Design Services/  
 Information Technology  
 51220 - Software Publishers  
 57299 - All Other Telecommunications  
 51820 - Data Processing, Hosting, and Related Services  
 54130 - Engineering Services  
 54140 - Other Specialized Design Services  
 54151 - Custom Computer Programming Services  
 54159 - Computer Facilities Management Services  
 54159 - Other Computer Related Services  
 54161 - Administrative Management and General Management Consulting Services

#### Government Codes:

CAGE Code: U002 DUNS: 10-7550055 Federal ID: 94-2838096

---

#### Capabilities

- Assessment Services
- Application Development
- Managed Services
- Service Delivery Centers
- Business Resumption Center
- Cloud Services
- BCP/Disaster Recovery
- Support-Professional: Technical Staffing
- Application Development
- Network Health
- Professional Services
- QuestITex® SLA
- Maintenance Contract Management
- Infrastructure Services
- Data/Voice Circuits
- E-signature Solutions

#### Contracts:

- NASPO ValuePoint: Cloud Solutions
- NASPO Reseller for Cisco, Dell/EMC, HPE, Palo Alto, Pure Storage
- California: Multiple CMAS IT Contracts
- California: Various Software Licensing Program (SLP) contracts
- California: Information Technology Consulting Services MSA
- E-Rate: SPIN 143005814
- Federal: Promark GSA Reseller




## HIGHER ECHELON™

TRUSTED PARTNER IN ORGANIZATIONAL EXCELLENCE

## CAPABILITIES STATEMENT

HigherEchelon, Inc. is an organizational performance consulting & training firm founded in 2009 that guides clients through the rapidly changing & complex requirements of today's working environment by:

- Developing Resilient and Adaptable Leaders and Teams
- Leading Digital Transformations with Culture & Change Management
- Implementing Cutting-Edge Technology Solutions



"[HigherEchelon] did an exceptional job in terms of dedication, reliability, creativity, project management, diligence, scientific rigor, integrity and going the extra mile... I wholeheartedly recommend them."  
 - Program Manager, Veterans Affairs

**KEY SERVICES** ★★★★★ - 4.8 Average CPARS since 2018

**HUMAN CAPITAL**

**TECHNOLOGY**



- |   |   |  |
|---|---|--|
| <ul style="list-style-type: none"> <li>• Executive Coaching</li> <li>• Applied High Performance</li> <li>• Corporate Team Building</li> <li>• Culture &amp; Change Management</li> <li>• Training and Education</li> <li>• Strategic Planning</li> <li>• Assessments &amp; Diagnostics</li> </ul> | <ul style="list-style-type: none"> <li>• Gaming and Simulation</li> <li>• Salesforce Implementation</li> <li>• Cross-platform Design and Development</li> <li>• Cyber Operations and Training</li> <li>• Enterprise Technology</li> <li>• Information / Cyber Security at the agency level</li> </ul> | <ul style="list-style-type: none"> <li>• Embedded, Systems and Software Engineering</li> <li>• Weapons Systems Design and Architecture Analysis</li> <li>• Verification and Validation</li> <li>• Software Design to meet DoD Safety Standards</li> <li>• Data Management</li> </ul> |
|---|---|--|

**TRUSTED BY** "They provided us with amazing service." - California National Guard



"...among the most trusted leaders in organizational excellence. -- InsideNOVA.com"



# Capabilities Statement

## Core Competencies

- Full service janitorial solutions for commercial, industrial facilities
- Routine custodial maintenance, deep cleaning, and sanitation services
- Biohazard remediation and hazardous material cleanup
- Specialized cleaning protocols for secure and sensitive environments
- Customized service plans for high-security environments

## Differentiators

- 10+ years experience working with Dept. of Defense prime contractors
- JCP, ITAR compliant staff
- 24/7 Rapid response times for emergency cleaning, decontamination needs
- Optional NDA's included in contracts

## Past Performance

<u>Commercial</u>	<u>Medical Industrial</u>	<u>Government</u>
<ul style="list-style-type: none"> <li>• Company 1: 10,000 Sq. Ft, \$1 million annually</li> </ul>	<ul style="list-style-type: none"> <li>• Company 2: 50,000 Sq. Ft, \$5 million annually</li> <li>• Company 3: XXX</li> </ul>	<ul style="list-style-type: none"> <li>• Agency 1: 25,000 Sq. Ft, \$2.5 million annually</li> </ul>

## Industry Codes

<b>NAICS:</b>	<b>NIGP:</b>
<b>561720</b> - Janitorial Services	<b>91039</b> - Janitorial and Custodial Services
<b>561210</b> - Facilities Support Services	<b>92645</b> - Hazardous Material and Waste Services
<b>562112</b> - Hazardous Waste Collection	<b>92677</b> - Sanitation Services
<b>562910</b> - Remediation Services	
<b>541620</b> - Environmental Consulting Services	

## Company Overview

Started in 2003, SecuraClean provides full-service janitorial services to commercial, industrial, medical, and government facilities. We specialize in servicing facilities that require a high-security environment such as the Department of Defense or its prime contractors. Our services include routine janitorial maintenance, upholstery cleaning, sanitation, biohazard remediation, and specialized support for sensitive facilities.

## Industries Served

- Commercial
- Industrial
- Medical
- Government

## Company Data

**Company Name:** SecuraClean Janitorial Services  
**Established:** 2003  
**Number of Employees:** 36  
**Business Structure:** LLC  
 ----- Government Data -----  
**UEI:** NHF1TL24EM25  
**CAGE Code:** 1GFNO  
**Government POC:** Melanie Rodriguez, CEO  
**Phone:** 414-412-1103  
**Email:** Melanie@SecuraClean.com  
**Website:** Securaclean.com

## Certifications

<b>Business Ownerships</b>	<b>Technical</b>
<ul style="list-style-type: none"> <li>• Small Business</li> <li>• City of Milwaukee Small Business Enterprise</li> <li>• Federal Woman Owned Small Business</li> </ul>	<ul style="list-style-type: none"> <li>• CMMC Level 2</li> <li>• ITAR Compliant</li> <li>• GreenClean Sustainability Level 2</li> <li>• ISAM - Biohazard Remediation</li> </ul>



# Capabilities Statement

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# II. CAPABILITIES STATEMENTS

## B. Sections to include

### Capabilities Narrative

- A short, concise, no more than 3-4 sentence paragraph describing your company
- Meat and potatoes – no unnecessary marketing language
- Formulaic:
  - 1<sup>st</sup> sentence: company name, location, general industry of operation area, and years in business, years of experience
  - 2<sup>nd</sup> sentence: specializations within your general industry
  - 3<sup>rd</sup> sentence: customers, previous experience
  - 4<sup>th</sup> sentence: additional information

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# II. CAPABILITIES STATEMENTS

## B. Sections to include

### Industries Served

- Keep to broad, recognized categories
  - Broad: “K-12 educational institutions,” not “Milwaukee Public School District”
  - Recognized: don’t try and be too clever. Your communication is guided by what your buyer will recognize.
- Keys to picking industries served
  - Consider past clients. Do they cluster around particular industries? Higher education? Defense manufacturing? Transportation?
  - Suggested industries classification types: [the North American Industry Classification System codes manual](#) or use AI tools

#### Industries Served

- Commercial
- Industrial
- Medical
- Government



# Capabilities Statement

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- Optional NDA's included in contracts

## Industries Served

- Commercial
- Industrial
- Medical
- Government

## Past Performance

<u>Commercial</u>	<u>Medical Industrial</u>	<u>Government</u>
<ul style="list-style-type: none"> <li>• Company 1: 10,000 Sq. Ft, \$1 million annually</li> </ul>	<ul style="list-style-type: none"> <li>• Company 2: 50,000 Sq. Ft, \$5 million annually</li> <li>• Company 3: XXX</li> </ul>	<ul style="list-style-type: none"> <li>• Agency 1: 25,000 Sq. Ft, \$2.5 million annually</li> </ul>

## Company Data

**Company Name:** SecuraClean Janitorial Services  
**Established:** 2003  
**Number of Employees:** 36  
**Business Structure:** LLC  
 ----- Government Data -----  
**UEI:** NHF1TL24EM25  
**CAGE Code:** 1GFNO  
**Government POC:** Melanie Rodriguez, CEO  
**Phone:** 414-412-1103  
**Email:** Melanie@SecuraClean.com  
**Website:** Securaclean.com

## Industry Codes

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<b>562910</b> - Remediation Services	
<b>541620</b> - Environmental Consulting Services	

## Certifications

<b>Business Ownerships</b>	<b>Technical</b>
<ul style="list-style-type: none"> <li>• Small Business</li> <li>• City of Milwaukee Small Business Enterprise</li> <li>• Federal Woman Owned Small Business</li> </ul>	<ul style="list-style-type: none"> <li>• CMMC Level 2</li> <li>• ITAR Compliant</li> <li>• GreenClean Sustainability Level 2</li> <li>• ISAM - Biohazard Remediation</li> </ul>

# II. CAPABILITIES STATEMENTS

## B. Sections to include

### COMPANY DATA

- General information
  - Company's legal business name
  - Year established
  - Number of employees – communicates capacity to potential buyer
  - Business structure, if applicable to buyer
- Government specific data:
  - UEI, CAGE code if registered in SAM.gov for federal contracting
  - Contact information: person's name, title, personal (not company's general) phone number, personal email
  - Government POC
  - Long term government agreements – such as GSA Schedule (include numbers)

### Company Data

**Company Name:** SecuraClean Janitorial Services

**Established:** 2003

**Number of Employees:** 36

**Business Structure:** LLC

----- *Government Data* -----

**UEI:** NHF1TL24EM25

**CAGE Code:** 1GFNO

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## Company Overview

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## Certifications

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|---|---|
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# Capabilities Statement

## Core Competencies

- Full service janitorial solutions for commercial, industrial facilities
- Routine custodial maintenance, deep cleaning, and sanitation services
- Biohazard remediation and hazardous material cleanup
- Specialized cleaning protocols for secure and sensitive environments
- Customized service plans for high-security environments

## Differentiators

- 10+ years experience working with Dept. of Defense prime contractors
- JCP, ITAR compliant staff
- 24/7 Rapid response times for emergency cleaning, decontamination needs
- Optional NDA's included in contracts

## Past Performance

<u>Commercial</u>	<u>Medical Industrial</u>	<u>Government</u>
<ul style="list-style-type: none"> <li>• Company 1: 10,000 Sq. Ft, \$1 million annually</li> </ul>	<ul style="list-style-type: none"> <li>• Company 2: 50,000 Sq. Ft, \$5 million annually</li> <li>• Company 3: XXX</li> </ul>	<ul style="list-style-type: none"> <li>• Agency 1: 25,000 Sq. Ft, \$2.5 million annually</li> </ul>

## Industry Codes

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# II. CAPABILITIES STATEMENTS

## B. Sections to include

### Core Competencies/Scope of Work

- Use bullet points to highlight the **CORE COMPETENCIES** that fit the **CUSTOMER**
- A concise, informative list of your products and service
- Ensure that you have proper groupings/headers when appropriate
  - Example: If a food manufacturing company produces bulk sauces for use in large institutional kitchens and also individual cans sold at grocery stores, the products and service should be grouped under a “Institutional Food Service” and “Commercial Retail” categories

#### Core Competencies

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# Capabilities Statement

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### Commercial

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- Company 2: 50,000 Sq. Ft, \$5 million annually
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## Certifications

- |   |   |
|---|---|
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## Industry Codes

### NAICS:

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- 562910** - Remediation Services
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### NIGP:

- 91039** - Janitorial and Custodial Services
- 92645** - Hazardous Material and Waste Services
- 92677** - Sanitation Services

# II. CAPABILITIES STATEMENTS

## B. Sections to include

### Differentiators

- What makes what you do in your industry different than your competition?
- Location: Sometimes in the narrative, spread out within the capabilities statement, sometimes a separate section
- Example differentiators: this janitorial company can clean facilities that are government required to have enhanced security requirements to safeguard sensitive information

### Differentiators

- 10+ years experience working with Dept. of Defense prime contractors
- JCP, ITAR compliant staff
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# Capabilities Statement

## Core Competencies

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# II. CAPABILITIES STATEMENTS

## B. Sections to include

### Past Performance

- Goal: communicate quality and capacity
- Should mirror your industries served section, if possible
- Select past performance that is relevant to your customer
- When appropriate, include information relevant to your customer
- Do not include logos

Past Performance		
<b>Commercial</b>	<b>Medical Industrial</b>	<b>Government</b>
<ul style="list-style-type: none"><li>• Company 1: 10,000 Sq. Ft, \$1 million annually</li></ul>	<ul style="list-style-type: none"><li>• Company 2: 50,000 Sq. Ft, \$5 million annually</li><li>• Company 3: XXX</li></ul>	<ul style="list-style-type: none"><li>• Agency 1: 25,000 Sq. Ft, \$2.5 million annually</li></ul>



# Capabilities Statement

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# II. CAPABILITIES STATEMENTS

## B. Sections to include

### Industry Codes

- Goal: communicate your products and services using standardized classification systems
- Classifications systems include:
  - [North American Industry Classification System](#) (NAICS) - federal, corporate, some municipal governments
  - [Product and Service Codes](#) (PSC): federal
  - [National Institute of Governmental Purchasing Codes](#) (NIGP) – State of Wisconsin
  - [Standard Industrial Classification](#) (less common)
- Indicate which code in each system is your primary code
- Some include UEI, CAGE codes here; better as contact information within “Company Data”

Industry Codes	
<b>NAICS:</b>	<b>NIGP:</b>
<b>561720</b> - Janitorial Services	<b>91039</b> - Janitorial and Custodial Services
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# Capabilities Statement

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# II. CAPABILITIES STATEMENTS

## B. Sections to include

### Industry Codes

- Goal: communicate legitimacy, competitive advantages primary code
- Technical certifications
  - Technical certifications communicate that you're certified by a 3<sup>rd</sup> party that you have the knowledge and quality to perform
  - Vary by industry
- Business Ownerships certification
  - If you are a small business by the U.S. Small Business Administration standards, list this here or under "Company Data"
  - When listing business ownership certifications, include government and 3<sup>rd</sup> party
  - Make clear who your certifier is. Spell out the full name of the certification, not just the acronym. You may be certified as a woman owned small business in several states. Example: "State of Wisconsin Minority Owned Business Enterprise (MBE)"

Certifications	
<b>Business Ownerships</b>	<b>Technical</b>
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# WRITING AN EFFECTIVE CAPABILITIES STATEMENT

## *Overview of Today's Presentation*

### II. Capabilities Statements – Key Informational Elements

#### A. Overview

#### B. Sections to include

- i. Company Overview/Capabilities Narrative
- ii. Industries Served
- iii. Core Competencies/Scope of Work
- iv. Company Data
- v. Differentiators
- vi. Past Performance
- vii. Industry Codes
- viii. Certifications

#### C. Notes about design

# II. CAPABILITIES STATEMENTS

## C. Notes about Design

- Format:
  - Clear blocks of information help guide the buyer to the relevant information quickly and concisely. Do not get too clever with section headings
  - White space is important so a buyer can take notes if necessary. It's also considered design best-practice
  - May need multiple statements for different use cases
- Programs for self-design
  - Canva (recommended)
  - Microsoft Word
  - Apple Pages
- Professional Assistance – internal or external designers
  - Package the materials clearly
  - Since these documents can be modified on as needed basis, having some control over the document is important if responses times are slow

## Capabilities Statement

smbvaluepartners.com



SMB Value Partners, Inc., a Woman-Owned Small Business, is a solutions provider for government and commercial clients. We provide enterprise-wide management solutions to support your business needs.



### Company Snapshot

**SMB Value Partners, Inc.**  
 POC: Deb Dietz, President  
 Phone: 847-414-3856 | FAX: 847-510-0535  
 eMail: [ddietz@smbvaluepartners.com](mailto:ddietz@smbvaluepartners.com)  
 Address: 2122 Warwick Lane, Glenview, IL 60026-5743  
 Cage Code#: ----- | DUNS#: -----  
 Work Area: Nationwide

### NAICS Codes

541611 Administrative & General Management Consulting Services  
 518210 Data Processing Hosting & Related Activities  
 524298 All other Insurance Related Activities  
 541512 Computer Systems Design Services  
 541613 Marketing Consulting Services  
 541614 Process, Physical Dist., and Logistics Consulting Services  
 541618 Other Management Consulting Services  
 541690 Other Scientific and Technical Consulting Services  
 541910 Marketing Research and Public Opinion Polling  
 541990 All Other Professional, Scientific, and Technical Services  
 611430 Professional & Management Development Training

### PSC Codes

7030 Information Technology Software  
 A026 R&D-Defense Other: Services (Management/Support)  
 A096 R&D-Defense Other: Other (Management/Support)  
 AE16 R&D-Economic Growth: Employment Growth/Productivity (Management/Support)  
 AE26 R&D-Economic Growth: Product/Service Improvement (M / S)  
 AE36 R&D-Economic Growth: Manufacturing Tech. (Mgmt./Support)  
 AE96 R&D-Economic Growth: Other (Management/Support)  
 AF16 R&D-Education: Educational (Management/Support)  
 AN41 R&D-Medical Health Services - Basic Research  
 B506 Special Studies/Analysis- Data (Other Than Scientific)  
 B553 Special Studies/Analysis- Communications  
 B599 Special Studies/Analysis  
 D302 IT And Telecom- Systems Development  
 D303 IT And Telecom- Data Entry  
 D306 IT And Telecom- Systems Analysis  
 D307 IT And Telecom- IT Strategy And Architecture  
 D310 IT And Telecom- Cyber Security And Data Backup  
 D318 IT And Telecom- Services Solutions  
 D324 IT And Telecom- Business Continuity  
 G009 Social- Non-Government Insurance Programs  
 R405 Support- Prof.: Operations Research / Quantitative Analysis  
 R406 Support- Professional: Policy Review/Development  
 R408 Support- Professional: Program Management/Support  
 R410 Support- Prof.: Program Evaluation / Review / Development  
 R413 Support- Professional: Specifications Development  
 R422 Support- Professional: Market Research/Public Opinion  
 R426 Support- Professional: Communications  
 R499 Professional Service Support  
 R612 Support- Administrative: Information Retrieval  
 R699 Other Administrative Support Services  
 R701 Support- Management: Advertising  
 R702 Data Collection  
 R706 Logistics Support  
 R799 Support Management  
 U008 Education/Training- Training/Curriculum Development  
 U009 Education/Training- General

### Differentiators

- Woman-Owned Small Business, focused on quality, reliability, savings and job creation. Senior executive leadership
- Full-service management consultants: Marketing, Communications, IT, Sales, Strategic Planning, Logistics, Operations, Cybersecurity, Training & Education
- Over 100 years of industry experience
- Focus on helping Government put small business people to work
- Outsourcing and Fractional Leadership
- Industry and software agnostic

### Core Competencies

- Strategic Planning and Execution
- Marketing & Sales Management
- Project and Program Management
- Information Technology – IT
- Operational Efficiencies / Process Improvements

### Past Performances

	Bass Pro Shops		Baxter
	Compla Health		Grainger
	Infor ERP		RRDonnelly
	World Kitchen		Cummins
	Zenith Electronics		Citi Group

**SMB Value Partners, Inc.**  
 Helping Government Deliver Projects:  
 High Quality, On-Time and On-Budget



GOVERNMENT CAPABILITY STATEMENT

## Government Capability Statement

Quest can help you navigate through all levels of government solutions.

### Quest's Local, State, and Federal Government Solutions Help You To:

- Boost performance, efficiency, and governance by consolidating data centers via virtualization and cloud solutions
- Enable anywhere, anytime access to resources by both citizens and government workers with mobile computing and apps
- Provide the large-scale data storage and backup/recovery services that underpin "big data" behind improved, real-time decisions
- Ensure data, network, and access security capabilities scale seamlessly without adding unnecessary cost or complexity

### Quick Facts

• Business: Fast growing technology management company providing customized and secure Cloud, Managed, and Professional Services and IT products

• Corporate HQ: Roseville, CA

• Type: Privately Owned Corporation

• Awards: CRN Triple Crown

• Expertise: Deep bench of IT professionals with key industry/vendor certs.

• Tier III Delivery Service Centers: McClellan Park, CA and Roseville, CA with 25+ additional Service Delivery Centers in US, Europe, and Asia. Annual SOC report.

• Security-focus: Cybersecurity, physical security, and individual security clearance levels including Top Security as needed.

• Disaster Recovery, BCP: design, testing, compliance, and facilities

### Capabilities

- Assessment Services
- Application Development
- Managed Services
- Service Delivery Centers
- Business Resumption Center
- Cloud Services
- BCP/Disaster Recovery
- Managed Security Services
- Application Development
- Network Health
- Professional Services
- QuestFlex® SLA
- Maintenance Contract Management
- Infrastructure Services
- Data/Voice Circuits
- Technical Staffing
- E-signature Solutions

### Past Clients

- UC Davis Health System and UC Davis
- Davis Joint Unified School District
- University of Las Vegas
- California State Teacher's Retirement System
- California Prison Industry Authority
- California ISO
- City of Concord
- CA Department of Justice
- California Department of Corrections and Rehabilitation
- Covered California
- California Chamber of Commerce
- Woodland Joint Unified School District
- Health Plan of San Joaquin

"Quest never tries to persuade you that there's only one answer... they respect your input and incorporate it into their suggestions."

- Bob Kehr, Manager of Technological Support  
 California Davis Joint Unified School District

### UNSPSC Codes

80101507, 43210000, 43212200, 43000000, 43200000, 43230000, 46170000, 46151600, 81122004, 80113700, 80115716

### NIGP Codes

20800, 91800, 95800, 96200, 20400, 92000, 99000, 99048, 83800, 91800, 95800

### SIC Codes

7373, 7379, 7372, 4899, 7375, 7374, 7379, 7389, 7371, 8711, 8748

### USA Codes/NAICS

Primary - 541512 - Computer Systems Design Services/ Information Technology  
 511210 - Software Publishers  
 517919 - All Other Telecommunications  
 518210 - Data Processing, Hosting, and Related Services  
 541330 - Engineering Services  
 541490 - Other Specialized Design Services  
 541511 - Custom Computer Programming Services  
 541513 - Computer Facilities Management Services  
 541519 - Other Computer Related Services  
 541611 - Administrative Management and General Management Consulting Services

### Government Codes:

CAGE Code: OUD02 DUNS: 10-7550055 Federal ID: 94-2838096

### Contracts:

- NASPO ValuePoint: Cloud Solutions
- NASPO Reseller for Cisco, Dell/EMC, HPE, Palo Alto, Pure Storage
- California: Multiple CMAS IT Contracts
- California: Various Software Licensing Program (SLP) contracts
- California: Information Technology Consulting Services MSA
- E-Rate: SPIN 143005814
- Federal: Promark GSA Reseller

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### Interested in learning more?

Invest in the Capability, not the Product®  
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**HIGHER ECHELON™**  
 TRUSTED PARTNER IN ORGANIZATIONAL EXCELLENCE

## CAPABILITIES STATEMENT

HigherEchelon, Inc. is an organizational performance consulting & training firm founded in 2009 that guides clients through the rapidly changing & complex requirements of today's working environment by:

- Developing Resilient and Adaptable Leaders and Teams
- Leading Digital Transformations with Culture & Change Management
- Implementing Cutting-Edge Technology Solutions



"[HigherEchelon] did an exceptional job in terms of dedication, reliability, creativity, project management, diligence, scientific rigor, integrity and going the extra mile... I wholeheartedly recommend them." - Program Manager, Veterans Affairs

## KEY SERVICES

★★★★★ - 4.8 Average CPARs since 2018

### HUMAN CAPITAL

- Executive Coaching
- Applied High Performance
- Corporate Team Building
- Culture & Change Management
- Training and Education
- Strategic Planning
- Assessments & Diagnostics

### TECHNOLOGY

- Gaming and Simulation
- Salesforce Implementation
- Cross-platform Design and Development
- Cyber Operations and Training
- Enterprise Technology
- Information / Cyber Security at the agency level



- Embedded, Systems and Software Engineering
- Weapons Systems Design and Architecture Analysis
- Verification and Validation
- Software Design to meet DoD Safety Standards
- Data Management

## TRUSTED BY "They provided us with amazing service." - California National Guard



"...among the most trusted leaders in organizational excellence. -- InsideNOVA.com"



Wisconsin Procurement Institute

An APEX Accelerator

# II. CAPABILITIES STATEMENTS

## C. Other considerations



### CAPABILITIES STATEMENT

DUNS# 14313754  
CAGE# 472W5

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

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

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

**CONTACT INFO**  
Athena Construction Group, Inc.  
14031 Dumfries Shopping Plaza  
Dumfries, Virginia 22026  
703.221.7151 office  
703.221.7929 fax  
www.athenacostgroup.com  
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:

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

# WRITING AN EFFECTIVE CAPABILITIES STATEMENT

## *Overview of Today's Presentation*

- I. When and Why Capabilities Statements are Important: Introducing Your Business
- II. Capabilities Statements – Key Informational Elements
- III. Other Marketing Assets**
  - A. Targeted business cards
  - B. Business email
  - C. Email signature
  - D. Updating your website
  - E. Updating your LinkedIn profile
  - F. Updating your Google Business profile
  - G. Updating your Dynamic Small Business Profile (SAM.gov users only)

# III. OTHER MARKETING ASSETS

## A. Targeted 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



**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**



**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*



# III. OTHER MARKETING ASSETS

## B. Business email

- Email handles should reflect your company name – [MarkD@Wispro.org](mailto:MarkD@Wispro.org), or [Info@Wispro.org](mailto:Info@Wispro.org)
- Invest in your business name as a domain!
  - Avoid gmail, outlook, icloud, hotmail, or any other email address that's typically used by individuals rather than businesses.
  - Cybersecurity may block personal email addresses
- Professional domain emails increase credibility, and signal that you are a genuine business that knows how to position itself to potential clients

# III. OTHER MARKETING ASSETS

## *C. Email signature*

- Signatures should be included in every email; never sign off an email with just your name
- Signatures should include separate lines for:
  - Title
  - Company name
  - Phone number
  - Email
  - Address
  - Logo, if possible

# III. OTHER MARKETING ASSETS

## *C. Email signature*

*– make it a BLOCK and use consistently*

*Think like a miniature business card!*

*Your Name*

*Your Title at the business*

*Company Name*

*Company Tag Line*

*Direct Phone Number – rather than the phone tree*

*Alternate phone if you use one (assistant, etc.) or main corporate line*

*Your Direct Email – preferable to “Sales@, Accounting@”*

*Company Website – direct to your Government Business page*

*Company Logo (small)*

*LinkedIn Tab*

# III. OTHER MARKETING ASSETS

## *D. Updating your website*

- 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”

# III. OTHER MARKETING ASSETS

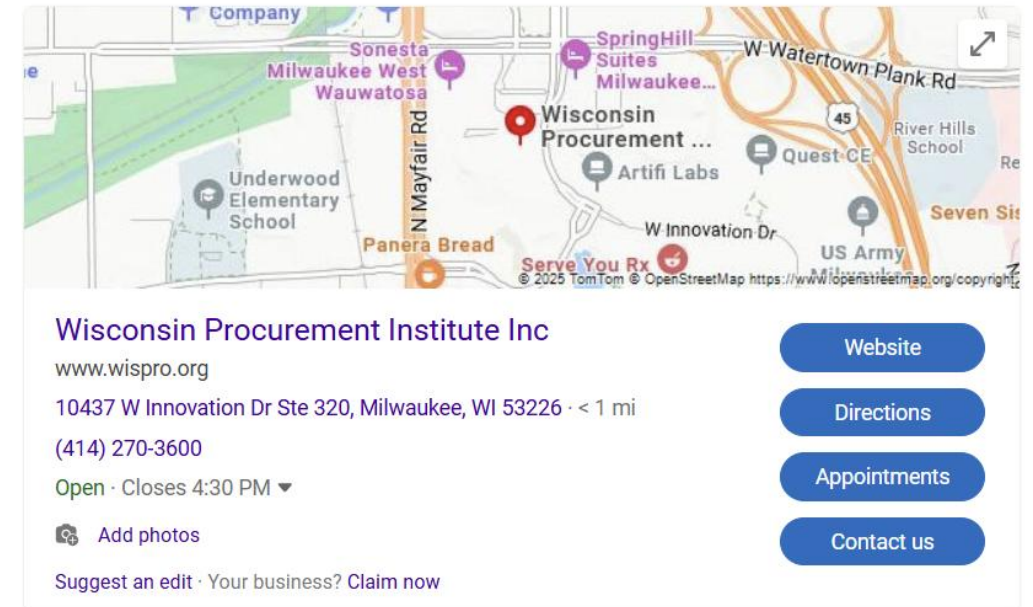
## *E. Updating your LinkedIn profile*

- Create a LinkedIn if you don't have one – both a personal and business page
- Ensure that the “Experience” section is updated with detailed information
- An updated LinkedIn is especially important for small businesses when:
  - The business is new, but you or your team has extensive industry experience
  - Your personal brand is important to your business (ex. consultants)

# III. OTHER MARKETING ASSETS

## F. Updating your Google Business profile

- Your Google Business profile can be automatically created for you by Google. If it's not, you can manually add your business
- Claiming/creating your business and updating its information is free
- Ensure that all details are correct
- Profile updater:  
<https://business.google.com/us/business-profile/?ppsrc=GPDA2>



 Wisconsin Procurement Institute  
<https://www.wispro.org>

**Wisconsin Procurement Institute | Apex Accelerator Assisting ...**

Wisconsin Procurement Institute 10437 Innovation Dr., Suite 320 Milwaukee, WI 53226 P: 414-270-3600 apexaccelerator@wispro.org wispro.org ...

### Events

The Wisconsin Procurement Institute ...  
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### Contact Us

Wisconsin Procurement Institute Primary.  
Technology Innovation Center, LLC ...

# III. OTHER MARKETING ASSETS

## *G. Updating your Small Business Search profile*

- Small businesses that register in SAM.gov receive a [Small Business Search](#) (SBS) profile hosted by the U.S. Small Business Administration
- SBS profile updates occur on <https://search.certifications.sba.gov/> by creating an account and claiming your business. Contact WPI for assistance if needed.
- Key sections to update:
  - Keywords
  - Capabilities Narrative
  - Link to capabilities statement
  - References/past performance
  - Certifications

## DEVELOP A PREPARED VERBAL INTRODUCTION OF YOUR BUSINESS

- SHORT and TIGHT introductory statement – maybe 30 seconds or so
  - Who you are
  - What you do
  - Keep it businesslike
  - 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.*

# LAST WORDS OF ADVICE

- DO YOUR HOMEWORK – UNDERSTAND YOUR CUSTOMER AND THEIR NEEDS
- UNDERSTAND THAT YOUR MARKET MAY NOT JUST BE LOCAL
- YOU NEED TO GET OUT THERE and NETWORK!
- LEARN – as much as you can to compete and succeed
- PATIENCE
- TENACITY
- BE WILLING TO SHARE
- BE WILLING TO PARTNER
- ASK WPI if you NEED HELP



## LINKS AND RESOURCES:

Wisconsin Procurement Institute (WPI) [www.wispro.org](http://www.wispro.org)

System for Award Management (SAM) [www.SAM.gov](http://www.SAM.gov)

Small Business Administration (SBA) [www.sba.gov](http://www.sba.gov)

SBA Small Business Search (SBS) <https://search.certifications.sba.gov>  
(formerly called DSBS)

State of Wisconsin: <https://vendornet.wi.gov> and  
<https://eSupplier.wi.gov>

# **Wisconsin Procurement Institute (WPI)**

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

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

**Mark Dennis**

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

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# Acquisition Hour

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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.

- **October 8** – The 8(a) Business Development Program
- **October 22** – Federal Acquisition Regulations (FAR) Overview
- **November 5** – Certification Programs for Women and Veteran Owned Businesses
- **November 12** – Getting Started w DLA/DIBBS for Contractor & Subcontractors Part 1
- **November 19** – Getting Started w DLA/DIBBS for Contractor & Subcontractors Part 2
- **December 3** – DCMA Overview
- **December 17** – Understanding the US SBA and DOD Mentor Protégé Programs (MPP)

**...More information and registrations at [wispro.org/events](https://wispro.org/events)**



# Cyber Thursday

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.

- ~~August 28~~ – ~~The Federal Cybersecurity Horizon: Zero Trust, FedRAMP, & Supply Chain Risk~~
- ~~September 25~~ – ~~CMMC 2.0: What is 48 CFR and why it matters?~~
- **October 30** – CMMC and ITAR – Navigating the differences
- **November 20** – Federal Cyber Update – Review of current regulations
- **December 18** – CMMC – From Top to Bottom – A Program Review

**...More information and registrations at [wispro.org/events](https://wispro.org/events)**

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Acquisition Alert | Cyber Newsletter  
Events Newsletter

**This webinar is eligible for  
1 CPE credit**

**To receive a certificate of completion, contact  
[apexaccelerator@wispro.org](mailto:apexaccelerator@wispro.org)**

# PRESENTED BY

Wisconsin Procurement Institute (WPI)

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