

# Communicating with Confidence

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Communications & Outreach



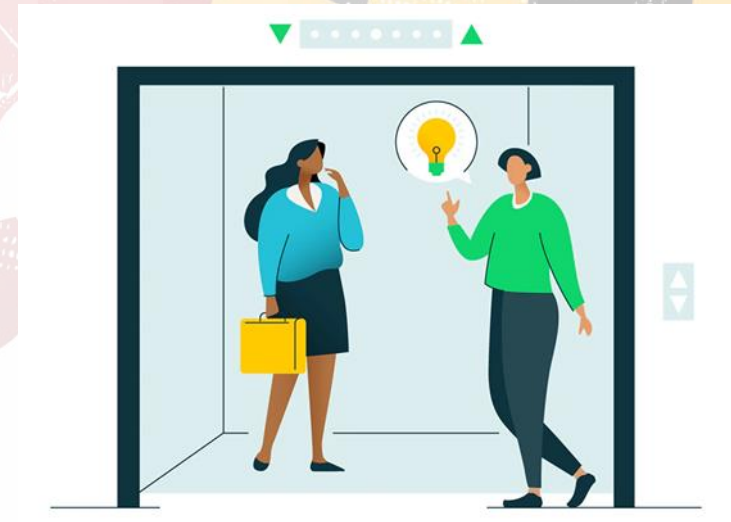
# Create a Communication Toolbox

- Elevator Pitch
- Capability Statement
- Tailored Communication Strategies



# Elevator Pitch

1. Introduce yourself and your company
2. Describe what you do (solve problems)
3. Highlight your value proposition
4. Give them something to remember (differentiators)
5. Engage with a question



# Sample Elevator Pitch



**Hi, I'm Alison Tavik, Founder of Sheet Rock Solutions. My company has a proprietary system to remove mold in homes and businesses at half the cost of traditional remediation. It actually creates a permanent seal and prevents mold from ever returning. We've recently been named one of the best places to work in Maryland, and our workforce is growing so rapidly that we can complete most jobs within five business days, regardless of size. Are you concerned about mold in your home or workplace?"**



# Sample Elevator Pitch

- (1) Hi, I'm Alison Tavik, Founder of Sheet Rock Solutions.**
- (2) My company has a proprietary system to remove mold in homes and businesses at half the cost of traditional remediation.**
- (3) It actually creates a permanent seal and prevents mold from ever returning.**
- (4) We've recently been named one of the best places to work in Maryland, and our workforce is growing so rapidly that we can complete most jobs within five business days, regardless of size.**
- (5) Are you concerned about mold in your home or workplace?"**

**35 seconds**

# Capability Statement

**LEAL TECH-NOLOGY**

**BIZLINK CONSULTANTS**

**Capability Statement**

**Tower Transition Logistics, LLC**

**General Information**

- Year Founded: 2002
- State of Incorporation: Darwin City, Australia
- ADN Number: 28 123 232 342
- Registered with: NTCC

**Core Competencies**

- Onsite and Remote Helpdesk Support
- Microsoft Cloud Computing Services
- VDP Business Phone Systems
- Onsite and Onsite Backup Systems
- Server and Network Management
- Website and Domain Management and Development

**Our Partner**

- Microsoft Office 365 products
- IBM Server and Storage Products
- LENOVO Laptops, Desktops and Servers
- ESST Security Software
- 3CX VDP Business Phone Systems
- Libert Power Protection
- VESAM Server Backup and Redundancy
- Seagrid Online Backup Solutions

**Why Leal Technol...**

**Geographical Sco...**

**ABOUT US**

Tower Transition Logistics LLC is a company comprised experienced drivers, top of the line tractors and trailers equipped for LTL, full and short.

**CORE COMPETENCIES**

- Carrier Services
- Full Truck Load (FTL)
- Less than Truck Load (LTL)

**Assets**

- Dedicated Fleet
- GPS Tracking
- Late Model Equipment

**Contract Manufacturing**

- Fabrication
- Machine
- Prototypes
- Parts Manufacturing
- CAD and drafting services
- Finite Element Analysis
- Testing services

**Past Performance**

**Socio Economic Status**

**VOSB** **SDVOSB** **DBE**

Tower Transition Logistics, LLC  
6595 Roswell RD # G2047  
Atlanta, GA 30328  
(404) 720-6282  
info@towertransition.com

## The PURPOSE

- First impressions matter
- Can open or close doors
- Not a brochure; intended for decision makers

## The DESIGN

- 1 page only
- Fancy graphics are not necessary
- Title the document
- Don't make the font too small to read

# Capability Statement

## The CONTENT

- Company Name and/or Logo
- Direct contact information
- Company data
- Core competencies
- Past Performance or Relevant Experience
- Differentiators
- Make multiple versions
- Customize it!
- Create a template
- Update content as necessary
- Proofread carefully

## CAPABILITY STATEMENT

Your Logo Here

**TargetGov Tip:** This is a content & design template. Show your logo and contact information, with a specific person's name, phone and email

### Core Competencies

Tailor your Capability Statement to reflect your audience. An example first sentence is, "[Your Company] is able to help the [Target Agency or Prime Contractor] in their requirement for [specific requirements]."

Short introduction statement relating the Company's Core Competencies to the agency's specific needs followed by keyword heavy bullet points.

#### TargetGov Tips:

- No long paragraphs
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint or other format

### Differentiators

Identify what makes you different from your competitors and how this benefits the targeted agency. Use metrics

**TargetGov Tip:** Relate your key differentiators to the needs of the agency, prime or teaming partner.

Use metrics – what have you done in your company's history. Create x amount, done x number of times, etc.

### Company Data

Put one very brief paragraph of company description detailing pertinent facts here.  
**TargetGov Tip:** Readers will visit your website for additional information. Make sure your website is constantly updated and government-focused.

#### List Specific Codes:

- Socio-economic certifications: B(a), HUB Zone, SDVOB, etc.
- DUNS
- NAICS
- CAGE Code
- Accepts Credit and Purchase Cards
- GSA Schedule Contract Number(s)
- Other Federal Contract Vehicles
- BPAs and other federal contract numbers
- State and other contract numbers

### Past Performance

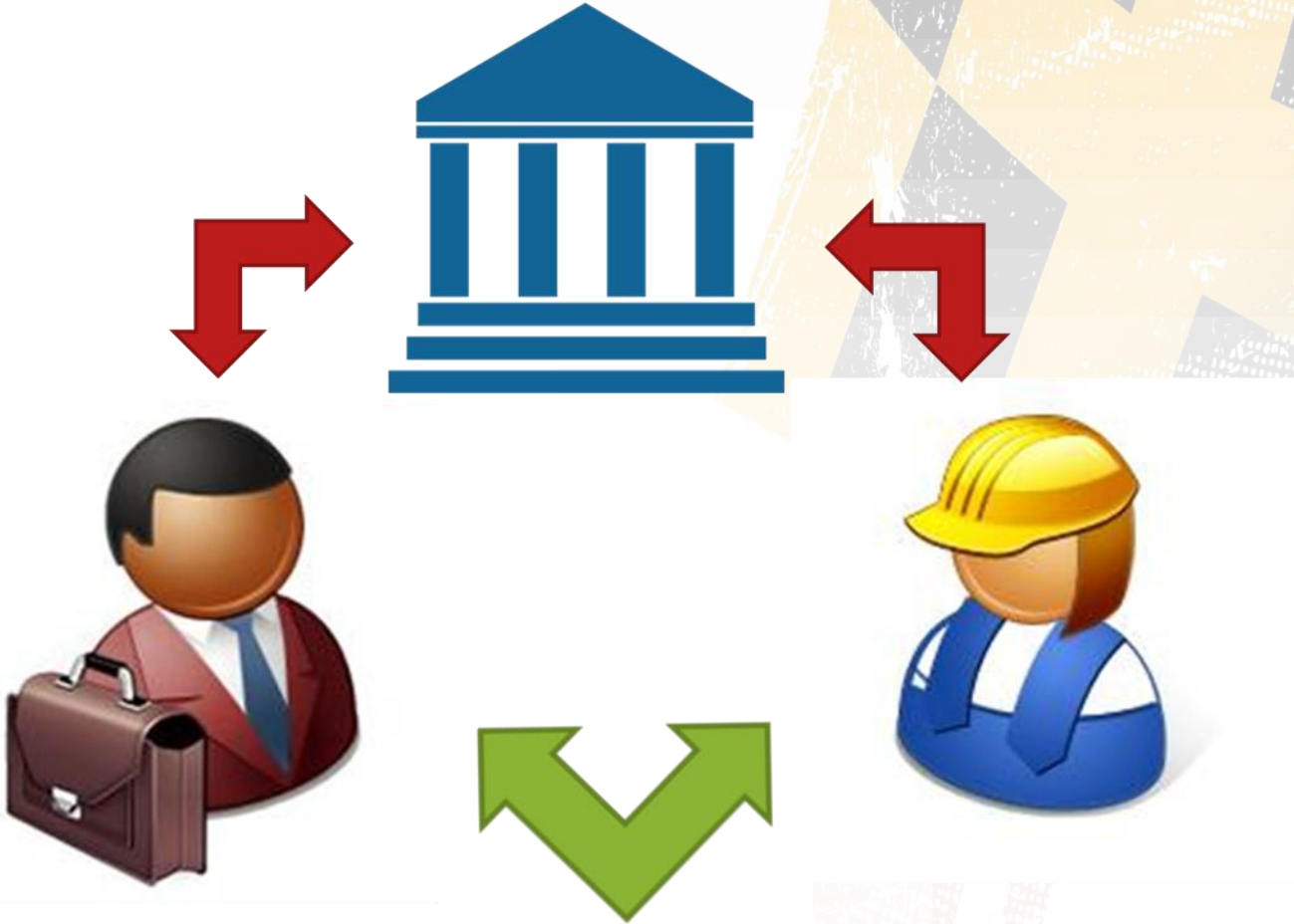
List past customers for whom you have done similar work. Prioritize by related agency, to all federal to other governments to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list. Only list past performance from the past 3 years.

#### Formatting:

**Name of the Agency, Department, or Company.** Contract # (if applicable), Value, Timeframe, Brief description of the work done. *Include metrics or customer benefits.* End with Contract: Name, Position/Title, Email, Phone

**TargetGov Tip:** Ideally, include specific contact information for immediate references. Include name, title, email, and phone.

# Tailor Your Communication





# Tailor Your Communication



**Ms. DGS Procurement Officer,**

**I see from the state’s procurement forecast that the Department of General Services is planning to replace the asphalt shingle roof on the Shockley House in Western Maryland. The projected advertising dates and term are listed as “TBD”. This would be a great fit for my company. Are you able to provide additional information at this time?**

# Tailor Your Communication

Mr. Prime Contractor,

I see from my research that your company frequently bids and wins work on state-funded construction projects. My firm has solid past performance, is well-priced, and delivers amazing quality services. As a certified MBE, I can also help you fulfill subcontracting goals. I would like to explore opportunities to join your team on a future project. When can we schedule time to meet?



# Tailor Your Communication



**Ms. Procurement Officer,**

**While researching your agency's purchasing patterns for orange widgets, I see you have often led those purchases above \$250,000.**

**As a small business owner and certified SBR vendor, I am interested in similar work within the Small Procurement I and II categories. My Capability Statement is attached. Are you the right person for these smaller purchasing thresholds or can you direct me to a better contact?**

# Keep Learning



**T.I.P.S.** Webinar Series

**Training & Insights for Procurement Success**



**#goMDsmallbiz**

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- **No cost to attend**
- **Register in advance to receive the participation link**
- **Download the presenter's slide deck**
- **Access video recordings of all classes on our YouTube playlist**

# Governor's Office of Small, Minority & Women Business Affairs

- Small Business Reserve (SBR) Program
- Minority Business Enterprise (MBE) Program
- Veteran-Owned Small Business Enterprise (VSBE) Program
- Maryland's Procurement Forecast
- Small Business Resources
- Business Development Training & Events
- Mining Public Data Strategies
- T.I.P.S. Webinar Series

[goMDsmallbiz.maryland.gov](http://goMDsmallbiz.maryland.gov)