



UIDA Business Services

A Non-Profit Arm of the National Center for American Indian Enterprise Development



**American Indian Procurement Technical Assistance Center
(AIPTAC)**



Presenting Your Company's Capabilities In One Minute

- ❖ Three ways to use the same words:
 - ❖ **A clear concise capability statement**
 - ❖ **Line card**
 - ❖ **Elevator speech**
- ❖ You can never take back the first impression so make it really good.



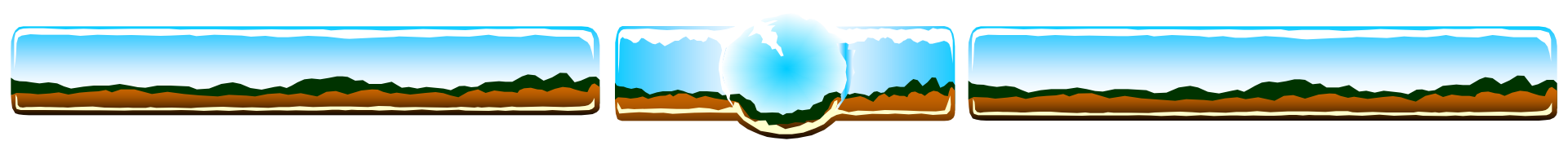
Capability Statement

- ❖ Define “capability”
- ❖ Demonstration: where it appears; how it looks; who cares.
- ❖ Limit to 250 characters, about 25-30 words.
- ❖ Everybody take a few minutes to write yours.
- ❖ Key features:
 - ❖ Your output, what your customers got
 - ❖ Your capacity, how big a job can you handle
 - ❖ What’s important for prospects to know about your company



Line Card

- ❖ Sue's opinion from experience but it's your call.
- ❖ One page, PDF, suitable for email attachment
- ❖ Suitable for high-volume hand-out at events
- ❖ Lists and bullet-points of all essential data
- ❖ Layout something like this:



Company Name and contact information
(address – physical location, mailing address,
Phone, fax, email, etc.
Website, if any)

Logo

Capability statement (similar to what is in the SBA Profile section of CCR). Maybe 50 words maximum. Use a paragraph that gets the customers' attention, not lists of searchable keywords. Leave out words that don't contribute to getting their attention. Be sure to address "capability" such as capacity, unusual features that please the customer, results-oriented ways you serve the customer's mission.

- List of product categories or types of services offered
- Use brief phrases that customers understand.
- You could identify your major equipment that does the job
- You could include what size job your company can handle
- Continue the bullet list: this is what you *sell*.
- Keep it to one page, simple, easy to read.
- Purpose of this document is to attach to email, and hand out to exhibitors at procurement opportunity events, etc.

CAGE code, NAICS codes, FPDS codes, NIGP commodity codes, DUNS number, other product identifiers or industry identifiers that help customers classify your company or what you sell.

Credentials, such as professional engineering license, construction contractor license, quality standards, socio-economic certifications, Tribal affiliation, etc.



Audio Logo

- ❖ Look at your graphic logo
- ❖ What words would express what the image says
- ❖ Examples:
 - ❖ You can do it, we can help
 - ❖ Let's build something together
 - ❖ The pause that refreshes
- ❖ Try putting yours on the line card with the graphic



Elevator Speech

- ❖ What it is and what it does
- ❖ Start with your “capability statement” on the line card.
- ❖ Get on an elevator and push the button.
- ❖ Read your capability statement before the door opens.
- ❖ End with your audio logo for emphasis.
- ❖ Pair off with somebody you know and practice:
 - ❖ Hello, nice to meet you, what do you do?
 - ❖ Answer with your elevator speech, one minute – max
- ❖ Edit and refine until it’s comfortable. Memorize it!



Homework

- ❖ Work on your capability statement and your elevator speech until they are almost the same.
- ❖ One is written, one is spoken, so they aren't identical.
- ❖ Give your company one consistent message in all three places, and if you have a website, there too.
- ❖ Make it compatible with your other company literature.
- ❖ It's your company, you decide, but we can help.

Who's hungry? You can practice this over lunch!



Now What?

- ❖ Log in to CCR record and DSBS Small Business Profile
 - ❖ Enter the Capability Statement you made today.
 - ❖ Go back and change it whenever you get better ideas.
 - ❖ Do not leave that field blank!
- ❖ Type up your Line Card and print out a batch
 - ❖ Keep it cheap so you can change it with better ideas.
 - ❖ Hand out some and see how people react.
- ❖ Practice your elevator speech in the mirror daily.
- ❖ Go out and make a profit.



Procurement Pavilion

- ❖ Tomorrow, be ready with as much of this as you can.
- ❖ Greet the buyer:
 - ❖ My name is _____. My company's capability is _____. Here is my Line Card.
 - ❖ How do I do business with your agency?
 - ❖ Who are the "users" and "buyers" I need to contact?
- ❖ Stop talking, listen, and take notes.
- ❖ Take their literature and vendor registration form.
- ❖ Thank them, shake hands, smile with eye contact, leave.



Locations

❖ **Marietta, GA:**

George Williams, georgew@uida.org, 770-494-0117

Barbara Williams, bwilliams@uida.org, 770-494-5785

❖ **Ocean Springs, MS:**

Jeanne Turner, jturner@uida.org, 228-818-2303

❖ **Herndon, VA:**

Cris Pierce, cpierce@uida.org, 703-561-4415

❖ **Window Rock, AZ:**

Cyndi Jarvison, cjarvison@uida.org, 928-871-7377

❖ **Albuquerque, NM:**

Tim Armijo, tarmijo@uida.org, 505-724-3584



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