

# Marketing to Agencies & Prime Contractors

Cathy Kramer, Connect2DOT

# Why Isn't Anyone Calling?



# Be Proactive

- Re-write and practice your Elevator Pitch – **What do you do?**
- Develop a Capabilities Statement – **Who are you?**
- Research your Target Market and Competition – **Who are your customers?**
- Craft your Competitive Differentiator – **Why you?**
- Write a Marketing Plan – **How will you get it done?**
- Designate Staff – **Who will get it done?**
- Reach out to Prospects – **Where can you find them?**
- Close the Deal – **WIFM?**

# Elevator Pitch



# Elevator Pitch

[Company Name] is a [Category of Business]  
that provides [Your Unique Product or Service]  
to [Target Audience].

We help you [What Problem You Solve] so you  
can [Benefits You Offer].

Essentially, we [Awesome Memorable Statement]

# Capabilities Statement/SOQ

**Company Name**

## CAPABILITY STATEMENT

| CORE COMPETENCIES  | DIFFERENTIATORS   | COMPANY INFO   |
|--|---|--|
| <p>OCC Construction, Inc.'s commitment to craftsmanship, customer service and budget-controlled pricing ensures a quality construction project as well as a satisfied client every time.</p> <p>As a general construction company since 2004, OCC Construction, Inc. takes on the responsibility of managing all the finer points within a construction project to make certain that our crews work seamlessly with one another to create a masterfully crafted project.</p> <p><b>CONSTRUCTION SERVICES</b></p> <p><b>Residential &amp; Commercial Building</b><br/>Custom Build   Landscape   Remodeling<br/>Renovation   Room Addition   Tenant<br/>Improvement   New Construction</p> <p><b>Management &amp; Service</b><br/>Design/Bid   Construction Analyst Project<br/>Management   Project Takeover/Consultation</p> <p><b>PAST PERFORMANCE</b></p> <p><b>City of Costa Mesa</b><br/>Housing &amp; Community Development<br/> <ul style="list-style-type: none"> <li>2011 Hamilton St. Project \$44,038</li> <li>2011 Princeton Project \$31,595</li> </ul> </p> <p><b>City of Westminster</b><br/>Housing &amp; Community Development<br/> <ul style="list-style-type: none"> <li>2011 Ranier Cir. Project \$20,309</li> </ul> </p> <p><b>Commercial Construction</b><br/>Thunder Plaza<br/> <ul style="list-style-type: none"> <li>02-10 Consultation &amp; Project Management \$52,765</li> <li>Structure Repair &amp; Renovation: \$280,000</li> <li>Edwards Townhouses<br/> <ul style="list-style-type: none"> <li>11-12 Consultation: \$9,000</li> <li>Project Scope: \$1,150,000</li> </ul> </li> </ul> </p> <p><b>Residential Construction</b><br/>Room Addition &amp; Renovation<br/> <ul style="list-style-type: none"> <li>22-10 Nakoma Project \$311,066</li> </ul> </p> <p>New Construction<br/> <ul style="list-style-type: none"> <li>07-08 Glenwood Project \$280,000</li> </ul> </p> | <ul style="list-style-type: none"> <li>OCC Construction team members' diverse backgrounds and extensive range of experience enables us to successfully complete a wider variety of projects than our competition</li> <li>Company's versatility allows us to troubleshoot and implement solutions to any issue that could potentially stop a project from being completed on time and within budget</li> <li>Impeccable and unique workmanship</li> <li>Cleanliness and order on jobsite</li> <li>Straightforward, itemized and precise contracts</li> <li>Focus on flexible and cost effective client-driven solutions</li> <li>Contractor educates client and provides valuable advice throughout the construction process</li> <li>Cultivation of solid relationships with quality subcontractors based on trust and open communication</li> <li>Ability to transcend social and language barriers to communicate complex construction projects to clients of all backgrounds</li> <li>It is company practice to utilize local subcontractors and suppliers and when appropriate minority owned and women owned enterprises.</li> <li>Focused and effective quality control management</li> <li>Commitment to the design and construction of sustainable and environmentally conscious projects</li> <li>We deliver on our promise, no exceptions</li> </ul> | <p><b>DUNS #:</b> 01 - 941 - 7934<br/> <b>CAGE Code:</b> 6JX38<br/> <b>FEIN:</b> 37 - 1633850<br/> <b>Contractor's License #:</b> 962822</p> <p><b>Classification:</b> Class B<br/> <b>Contact:</b> Katherine A. Daston<br/> <b>Office #:</b> 800 - 610 - 7212<br/> <b>Fax #:</b> 800 - 610 - 7213<br/> <b>Local #:</b> 714 - 252 - 7214</p> <p><b>Email:</b> <a href="mailto:kadaston@occonstructioninc.com">kadaston@occonstructioninc.com</a><br/> <b>Website:</b> <a href="http://www.occonstructioninc.com">www.occonstructioninc.com</a><br/> <b>Office Address:</b><br/>         12512 Citruswood Ave.<br/>         Garden Grove, CA 92840<br/> <b>Mail Address:</b><br/>         13217 Harbor Blvd. #182<br/>         Garden Grove, CA 92843<br/> <b>Incorporated:</b> 2011</p> <p><b>NAICS Codes:</b><br/>         23420 Commercial &amp; Institutional Building Construction<br/>         23418 Residential Remodeling<br/>         23615 New Single-Family Housing Construction<br/>         23610 New Multifamily Housing Construction<br/>         23820 Structural Steel &amp; Precast Concrete Construction<br/>         23810 Framing Contractors<br/>         23410 Realizing Walls, Footing &amp; Foundation Construction<br/>         23820 Electrical &amp; Other Wiring Installation Contractors<br/>         23830 Drywall &amp; Insulation Contractors<br/>         23830 Flooring Contractors<br/>         23820 Framing &amp; Finishing Contractors<br/>         23850 Fibra Cement Products Contractors<br/>         23840 Site Preparation Contractors<br/>         23900 All Other Specialty Trade Contractors</p> <p><b>Contractor's Bond:</b> Aegis Security, General Liability, United Specialty Workers Compensation, State Fund</p> <p><b>CERTIFICATIONS</b><br/>         EPA Lead-Safe Certified: NAT-114835-1</p> |

\* a focus on quality • a passion for building • a commitment to clients

**STATEMENT OF ABILITIES**

**SAFETY**  
 MIWOK Construction, LLC would like to see that none of our employees get injured or involved in an accident. It is our policy for us to do our best to provide our employees with the training, equipment and support to prevent injuries. Ongoing project safety, supervision, administration staff and employees must do their best to support our efforts to keep everyone safe and productive.

**Life Cycle Cost Analysis**  
 • Software compares initial costs with operating costs  
 • Compares two different projects for solving the same need  
 • Energy costs represent the largest of the "hidden costs" for building owners  
 • It's not always for the green energy cost to be lower than the traditional building system's cost  
 • The "green" "hidden" operating cost for including energy in modeling and testing the structure. This is directly related to the quality of roof design and materials.  
 • Includes initial and roof maintenance cost-reduce benefits.  
 • The program follows ASHRAE guidelines on the look for roofing and cooling costs.

**Roof Maintenance Program**  
 • Software for internet accessible, database containing information regarding materials, roof conditions, construction details, and other critical information about your current and proposed roofing projects that can be accessed via the internet.  
 • The report & comprehensive roof inspection report giving an analysis of the current roof condition with all critical areas and project including roof and drainage recommendations, items and suggested budgeting requirements.  
 • Other Applications: Managing your investment (including into financing, set rate, provide separate and quality reports on full-up scheduled full-on and/or single slip systems.  
 • Design: Our in-house staff can provide specifications, material and sample, floor plan and roof penetration details utilizing the latest CAD software.

**Life Cycle Analysis Components**  
 • Incorporates the estimated energy costs savings  
 • Roof system installation costs  
 • Maintenance costs for the term of the analysis  
 • Occupancy and additional tax credits (cost of funds)  
 • RETURN ON INVESTMENT

**DRUG FREE WORKPLACE**  
 It is the policy of MIWOK Construction, LLC to provide the safest possible environment for our employees and our clients. We are fully committed to providing the protection and care of our clients, clients' construction business of any time while on company property, client property or while working in company owned vehicles or providing that care when on company business.

**LAS VEGAS OFFICE**  
 4940 W. Cheyenne Ave. Ste. 210, SUITE 210N-410-1100  
 Las Vegas, NV 89115  
 Phone: 702-430-1712  
 Fax: 702-430-1712  
 Email: [info@miwokgroup.com](mailto:info@miwokgroup.com)

**WWW.MIWOKCONSTRUCTION.COM**

**CAPABILITY STATEMENT**

**A cloud solutions integrator harnessing the power of IT in the cloud to improve lives.**

**CORE COMPETENCIES**

**Infrastructure as an asset**  
 We design and build secure cloud computing frameworks as strategic assets.  
 VMware, Splunk, NetApp, Cisco, VMware, Splunk

**Insights through analytics**  
 We provide unparalleled visibility into IT operations and security through real-time machine data correlation and analytics.  
 Splunk, AppDynamics

**Automation in our DNA**  
 Automation allows us to unleash unprecedented IT optimization, eliminating complexity and allowing IT virtuosi to shine and scale the organization properly.  
 Puppet, SaltStack, Ansible

**Security in all things**  
 Security should always be the first and last consideration in IT, and we meticulously harden, test, and troubleshoot all IT environments.  
 VMware, Splunk

**KEY SUCCESSSES**  
 DIACAP & JCSO3 accreditations on multiple networks  
 Facilities for secure materials staging  
 Splunk Public Sector Professional Services Partner of the Year in 2016  
 The Channel Co. CRN 2016 Solution Provider 500 List Placement  
 TechPoint Mra Awards 2016 Tech Company of the Year Nominee

**COMPANY DATA**  
 Kinney Group is a cloud solutions integrator harnessing the power of IT in the cloud to improve lives. Automation is in Kinney Group's DNA, enabling the company to integrate the most advanced security, analytics, and infrastructure technologies as an optimized solution powering IT-driven mission and business processes in the cloud for Federal agencies and Fortune 1000 companies.

**QUALIFICATIONS**  
 • HUBZone Certified Small Business  
 • CMMI Level 2 certified  
 • Credentials for strict security environments  
 • DoD 8570.2 certified Engineers  
 • Top certifications in VMware, Cisco, NetApp, Splunk, and more

**NAICS CODE AND CONTRACT INFORMATION**  
 NAICS Codes: Available upon request for most current codes.  
 GSA IT70 Schedule: GS-35F-0002U  
 Authorized Subcontractor on SS, SSES, NetGen, TESS, SeaPort-e, and other contracts

**CONTACT**  
 kinneygroup.com • 317-721-0500 • 2425 W. Michigan Street Suite 100 Indianapolis, IN 46222

## CDOT Region 5 Upcoming Opportunities Project Briefing



# Marketing Plan – Just Do It!

- Doesn't have to be long (1-2 pages)
- Include tactical plan with assignments and due dates
- Marketing is used to generate leads - leads funnel through to sales
- Go/No Go process can happen at any stage of the funnel and teams can form at any stage of the funnel.



*Most businesses don't plan to fail, they fail to plan*

# Put Your Plan into Motion





# What You Sell Makes a Difference

## Construction

## A&E

## Goods & Services



# Challenges of Marketing to Primes

- Many pursuit managers and estimators
- Difficult to get past “gate keepers”
- Silos — departments don’t talk to each other
- Large firms already have multidisciplinary capability – what do you bring?
- Well established sub relationships – easier to team with incumbent firms
- Clients want teams that have worked together in the past or have performed well on previous projects
- Low bid is only part of the equation
- High expectations and pursuits are expensive for all parties

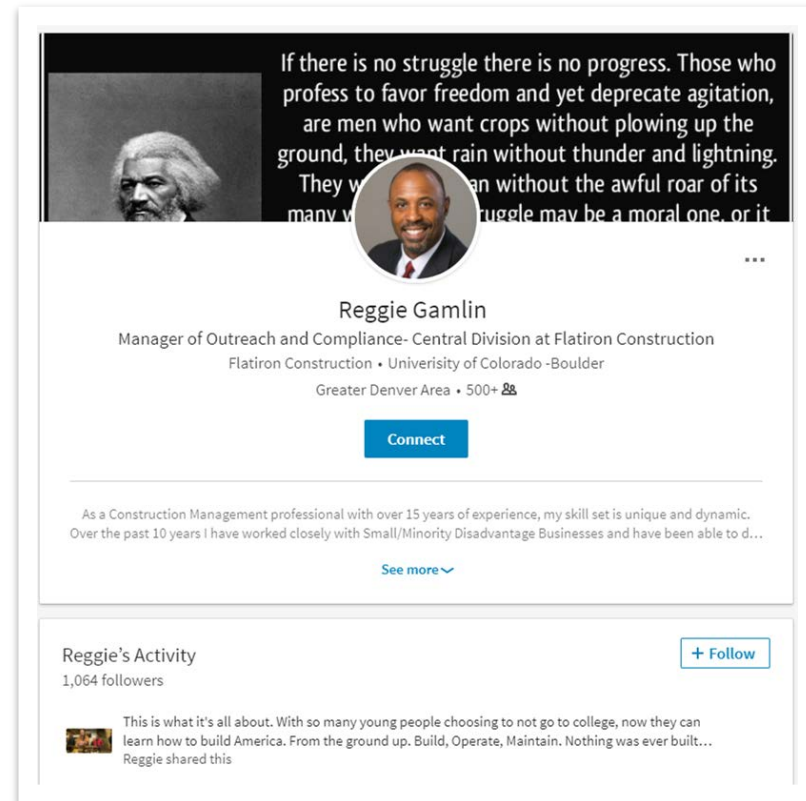
# What You Can Bring to the Table

- Client relationships
- Solid past performance
- Experience on previous project phase
- Key specialty or innovative technology
- Comprehensive (bundled) set of services
- Horsepower in a needed discipline
- Geographical presence
- “Average” cost
- Small business requirements (AC/DBE, ESB, SBE, M/WBE, EBE)



# How Do Clients Find Out About You?

- Worked with you previously
- Saw you in action on a project
- Met you at an event or agency meeting
- Agency mentioned you or your company
- Prime contractor gave you a reference
- Read about you in a news or journal article
- Received a mailing from you
- Connected through social media (LinkedIn)
- Answered a cold call
- Received a bid



The screenshot shows a LinkedIn profile for Reggie Gamlin. At the top, there is a quote by Frederick Douglass: "If there is no struggle there is no progress. Those who profess to favor freedom and yet deprecate agitation, are men who want crops without plowing up the ground, they want rain without thunder and lightning. They would have a government without the awful roar of its many warring factions. No struggle may be a moral one, or it may be a political one, but it is a struggle." To the left of the quote is a small portrait of Douglass, and to the right is a circular profile picture of Reggie Gamlin. Below the profile picture, his name "Reggie Gamlin" is displayed, followed by his title "Manager of Outreach and Compliance- Central Division at Flatiron Construction" and his education "University of Colorado - Boulder". A "Connect" button is visible. Below the profile information, there is a short bio: "As a Construction Management professional with over 15 years of experience, my skill set is unique and dynamic. Over the past 10 years I have worked closely with Small/Minority Disadvantage Businesses and have been able to d...". A "See more" link is present. The bottom section shows "Reggie's Activity" with "1,064 followers" and a "+ Follow" button. A recent activity post is visible, starting with "This is what it's all about. With so many young people choosing to not go to college, now they can learn how to build America. From the ground up. Build, Operate, Maintain. Nothing was ever built..." and "Reggie shared this".

# Who Should You Contact?

- CDOT Region Civil Rights Managers
- Division/Region Staff (Area Engineers)
- CDOT Region Planners, RTDs and STIP Managers
- Prime Contractors
  - Planholder lists
  - Prequalification lists
  - Bid tabulations
  - Supplier diversity or small business office
  - Outreach events
- Other Subcontractors
  - Certification directories (State DBE, CDOT ESB, RTD SBE, Denver SBE, MBO)
  - Outreach events and training classes
- Connect2DOT and other Resource Partners / Associations



# What Works?

- Business cards
- Capabilities statement
- Website
- Email
- Cold calls
- Direct mail
- Public relations
- Social media
- Blog / Articles
- Site / trailer visit
- Association memberships
- Trade shows/events
- Agency meetings/forums
- Pre-bid meetings
- Supplier databases
- Bid notifications
- Capabilities presentation
- Mentor-Protégé programs

# CDOT Mentor-Protégé Program

- For ESB certified engineering and construction firms
- Teams form relationship and apply to CDOT (CDOT does not match)
- Mentors may receive a financial incentive or double ESB participation on design-build projects
- Mentor-protégé teams will be eligible for a bonus as part of the financial incentive for CDOT construction and professional services contracts
- Mentors may receive a financial stipend for time spent with the protégé
- Mentor-protégé teams will receive special recognition from CDOT and industry stakeholders
- Application deadline December 1, 2017
- [www.connect2dot.org/build-your-business/mentor-protege](http://www.connect2dot.org/build-your-business/mentor-protege)

# CDOT Small Business Collaborative Forums

## Construction Forum

December 4, 2017

3pm – 5pm

CDOT HQ or Online

[www.connect2dot.org/stay-connected/ccf](http://www.connect2dot.org/stay-connected/ccf)

## Professional Services Forum

January 11, 2018

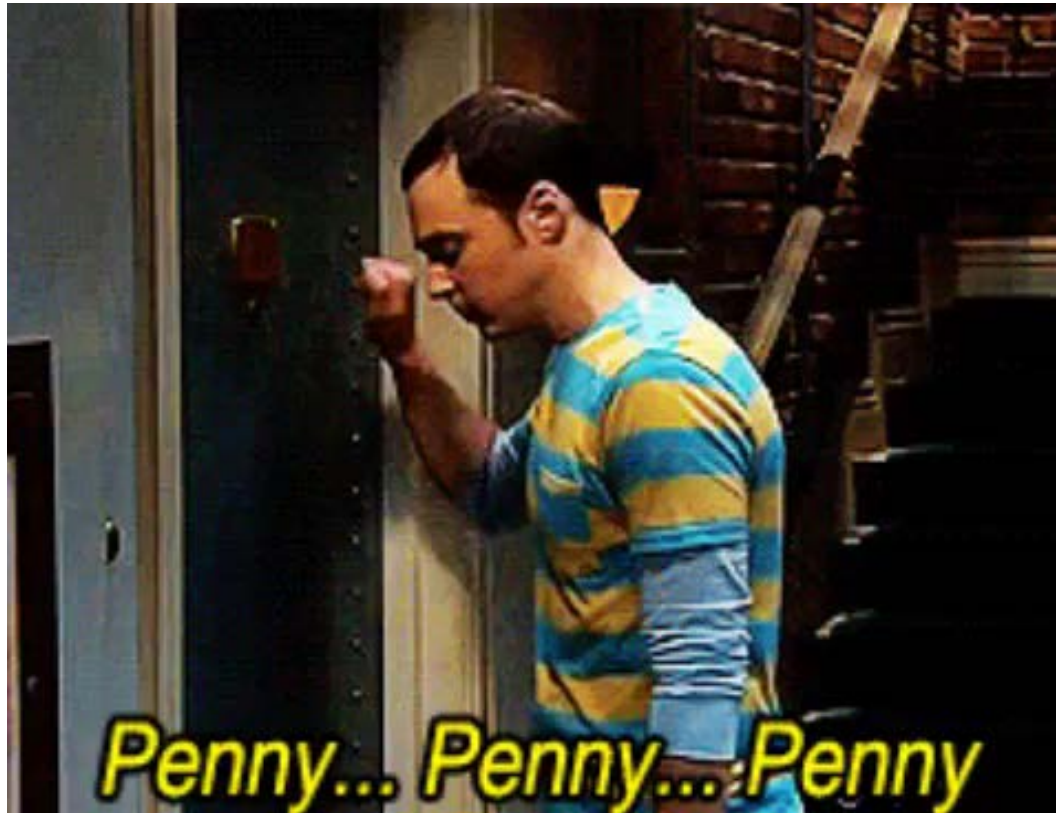
9am – 11am

CDOT HQ or Online

[www.connect2dot.org/stay-connected/pscf](http://www.connect2dot.org/stay-connected/pscf)



# Be Professionally Persistent



# Lessons Learned

- Marketing takes time – You may think it's not your job, but it is
- Just because you're busy now doesn't mean you can stop
- One and done doesn't work – Keep trying
- Be professionally persistent – How much and how often?
- If it's a no, move on – Odds are in your favor
- **Follow up and follow through** – There is a project waiting in that pile of business cards you've collected!



# How Can Connect2DOT Help?



Visit [Connect2DOT.org](http://Connect2DOT.org) or call (720) 624-6728 or email [info@connect2dot.org](mailto:info@connect2dot.org)

# Questions?

