Illinois Tollway DIVERSITY

Driving Economic Opportunities



IMPORTANCE OF MARKETING

Effective marketing:

- Establishes a company brand
- Creates the right perception for your firm



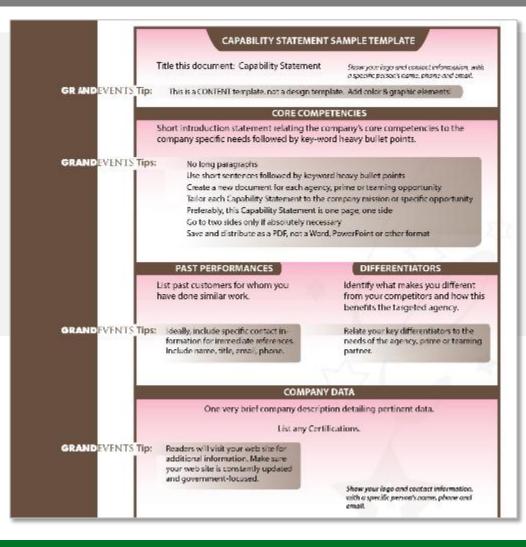


BUILDING YOUR BRAND



CREATING A CAPABILITY STATEMENT

SAMPLE CAPABILITY STATEMENT





KEYS TO A GREAT CAPABILITY STATEMENT *Contact Information*

Title and contact information:

- Content template, not a design template
- Logo
- Accuracy

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KEYS TO A GREAT CAPABILITY STATEMENT *Core Competencies*

Include short introduction statement relating the company's core competencies to the company specific needs

• Key word heavy bullet points

Tailor each Capability Statement to the specific opportunity





KEYS TO A GREAT CAPABILITY STATEMENT *Past Performance, Differentiators, Company Data*

List past customers you have performed similar work for

• Remember to tailor capability statement to the specific opportunity

Identify what makes your firm different from your competitors

• Highlight how this difference benefits your targeted agency/client

Brief description detailing critical company data

- List certifications
- List current NAICS codes and any that you are pursuing





CREATING A CAPABILITY STATEMENT Tips

- ✓ No long paragraphs
- ✓ Use short sentences followed by keyword heavy bullet points
- ✓ Create a new document for each agency, prime or teaming opportunity
- Tailor each Capability Statement to the company mission or specific opportunity
- ✓ Preferably one page, one side
- Can be two-sided if absolutely necessary
- ✓ Save and distribute as a PDF



NEXT STEPS

✓ Prepare list of target prospects

- Review databases to identify firms
- Attend pre-bid meetings
- Know your competition
- ✓ Send materials to prospects
- ✓ Follow up with phone calls/emails
- ✓ Be persistent!

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NEED ASSISTANCE? Contact a Tollway <u>Technical Assistance Provider</u>

GMA

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TECHNICAL ASSISTANCE

POWERED BY THE ILLINOIS TOLLWAY

Equipping Businesses for Success

QUESTIONS?

