



Give Me 5 225: Perfect Your WOSB Elevator Pitch

Elements of the Perfected Pitch

Presented by:

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The Stage is Set

- SBA sets agency prime contracting and subcontracting goals for WOSBs. Agencies must report whether they have achieved those goals and get report cards on their success.
- Primes must have subcontracting plan goals for WOSBs.
- Agencies sometimes evaluate whether primes have met WOSB and other small business goals as part of past performance evaluations

The Stage is Set

- The WOSB Program is in Full Effect
- 5% Federal Contracting Goal in Place
- Agencies Actively Participating in WOSB
- Contract Size Limitation Removed
- Opportunities in all Industries
- Set-Asides in all Contract Types

Sources Sought Notices

- Why respond?
 - Ensuring WOSB set-asides
 - Practice for proposal preparation
 - Forces the business to think critically about its capabilities prior to expending resources on proposal preparation
 - Preservation of rights to protest the failure to set the requirements aside for WOSBs

The Stage is Set

- Now it is time to talk with decision-makers and leverage your WOSB and EDWOSB

Perfect Your Pitch

- Clear and Concise
- Tailored to your target
- Benefit-oriented to the target
- Say it in 30 seconds or less
- What exactly do you do, no jargon!
- What are you trying to achieve
- Is it not all about you!
- Three main points maximum



Where to Use Your Pitch

- Conferences
- Vendor Outreach Sessions
- Matchmaking Events
- One-on-One Meetings



Perfect Pitching to Whom?

- You as a **Prime contractor** → AGENCY
- You as a **Subcontractor** → PRIMES
- You as a **Team member** → Other VENDORS

Decision Makers

- Small Business Representative
 - Door opener
- Contracting Officer
 - Legal authority to buy
- Program Manager
 - Technical knowledge



What Makes You Different?

- Why do your clients love you?
- What exclusives do you offer?
- What makes you the expert?
- Why are your people the best?



Format

- My name is _____
- My company is _____
- We provide _____ to _____
- A great example is when we _____
- Would this be something that would help you?

Rehearse Your Pitch

- Speak in front of a mirror
- Smile as you talk
- Let your passion show
- Record yourself
- Replay the recording
- Speak slightly slower than usual
- Look your colleague in the eye
- End with a question for your colleague to engage her
- Speak with confidence

Mistakes to Avoid

- Do not use jargon
- Eliminate the word “I”
- No platitudes
- No superlatives
- Don’t sound like a broken record
- Don’t try to close the deal

Perfect Your Pitch & Build Relationships

- Customers
- Agencies
- Primes
- Subcontractors
- Teaming partners
- Decision-makers
- Prospects



Questions & Additional Information

Gloria Larkin

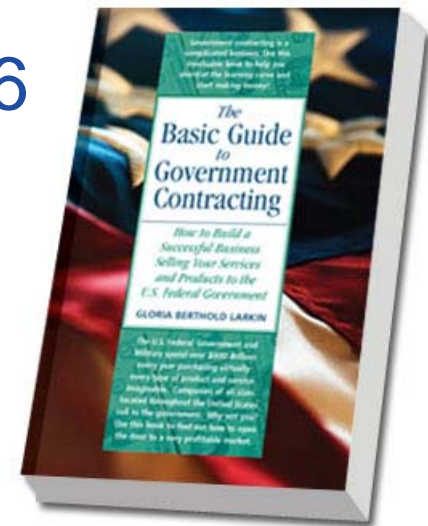


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