



# **Selling your agency capabilities:**

## **How to attract customers and grow business**

**Nicole Hansma**  
**Senior Program Manager, CRP Support**  
**NISH National Business Development**

# Today's Agenda

- What are you selling
  - Identifying your value proposition
- Prospecting potential customers
  - Developing leads
  - Turning a cold call into a warm call
- Creating a capabilities statement



# Today's Agenda

- Utilizing social media and website presence
- Updates from NISH
- Q & A



# Current Environmental Scan

Challenges we face today in growing business



Creating Employment  
Opportunities  
For People With  
Significant Disabilities

July 28, 2011



# Challenges To Growing Business

- Weak current economy
- Increased competition
- More demanding customers
- Federal budget cuts
- Recruiting staff
- Lead generation
- Lack of funds for new lines of business
- Internal resistance/ risk-adverse Board of Directors



# Who Are You?

Identifying your value proposition

# What is a value proposition?

A value proposition is a clear statement of the tangible results a customer gets from using your products or services.

Value proposition = Your business strategy

Developing a value proposition is based on a review and analysis of the benefits, costs and value that an organization can deliver to its customers, prospective customers, and other constituent groups within and outside the organization

# Why do you need one?

- Create a strong differential between you and your competitors
- Increase not only the quantity but the quality of prospective leads
- Gain market share in your targeted segments
- Assist you in enhancing tools that will help you close more business





# Tips In Developing Your Statement

- Know your competition and how you are different
- Make sure to mix mission with business in your sales pitch
- What are some of your successes you can share?
- What can you do that the next sales person cannot?

# Consider This!

- Survey current customers to learn more about what value they think you bring to them
- Also survey customers who have been reluctant to give you business to learn more about what their needs are



# Lead Generation

## Winning Sales Calls



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# Making Sales Calls

- Pre-call information gathering
- Goals of initial call
  - Be brief
  - Be friendly
  - Use information you learned in your pre-call work
  - Listen!!!
  - Secure a meeting

# Pre-call Research

- Attend functions where you will have a chance to engage potential customers
  - Rotary
  - Chamber of Commerce
  - Golf outings/fundraisers
- Pick up local publications
  - Support events they are holding
  - Look at other ways in the door

# Pre-call Research

- Researching Prospects
  - Google
  - LinkedIn
  - Facebook
  - Twitter
  - Organization website
  - Identify some of their current customers



# Cold Calling

- Goal: To establish credibility and open the door for future discussions
- Get past the screener
  - Be considerate of their time and role in the screening process
  - Limit information you give to reduce objections
  - Be prepared for commonly used objections

# Cold Calling

- Cold call script----don't sell!!
  - Introductions
  - Establish credibility
  - Give example of your work
  - Ask a question to gain info
  - Ask for a meeting
- Be prepared with your value proposition/WIIFM



# Establishing Business Relationships

- Utilize “small talk” to your benefit
  - Ask about current happenings in their organization
  - Ask about their job and workload
  - Ask about things you have heard about them or saw on their website
  - Ask about any special projects they are working on
- Listen to the customer to adjust your pitch as needed

# Ask The Right Questions

- Types of questions
  - **General**
    - “How many units are you currently producing?”
  - **Targeted**
    - “What has been your experience with your current provider?”
  - **Maximum return**
    - “What would be an ideal solution for you?”

# Ask Questions To Identify Needs

- What does your customer need?
  - Diversify workforce?
  - Lower overhead costs?
  - Increase productivity?
  - Enhance quality?
- Remember: You may go in thinking you are selling one thing, but after listening to the customer needs you may find you have a better solution for them
  - Instead of work crew it maybe direct placements

# How To Handle Objections

- Objections are OK!
  - Help us learn more about the customer and their perspective
- Steps in handling objections
  - Listen to customer feedback
  - Acknowledge by repeating objection
  - Don't answer quickly
  - Respond with clarifying questions



# More Marketing Tactics

- Lead generation-talk to your Board
- Company newsletters/press releases
- Invite them to visit your workers in action
- Lunch & Tour-business roundtables
- Legislative Days



# Capabilities Statements

**Arm yourself with the best tools**



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# Why have one?

- Snapshot for the customer
- Speaks to your audience: Federal customers as well as commercial
- Easy to communicate and understand
- Money/time saving marketing tool

# What is a Capabilities Statement?

- Generally a brief 1-2 page summary of your capabilities
- Highlights:
  - Areas of expertise
  - Customers
  - Successes
  - Government Codes
  - Description of facilities and equipment
  - Contact info





# Areas of Expertise

- Services/products offered
- Highlight key offerings based on market trends (e.g. green cleaning, special certifications)
- Avoid long descriptions
- Avoid too much “extra stuff”

# Customers

- Highlights of companies you have done business with
- Pick a cross section of customers to represent
- Show ability to meet customer needs and specific requirements
- Include “success” stories (customer quotes)

# Codes

- NAICS or SIC codes
- Cage Code
- Duns #
- Certifications
- Corporate Status (501 c 3)
- Federal Supply Schedule



# Facilities and Equipment

- Locations work can be performed
- Overview of facilities (sq ft, shipping/receiving)
- Any unique or specialized equipment or capability
- Technology used
- Special quality programs or certifications



# Consider these things when creating

- Keep it simple
- Title “Capabilities Statement”
- Save as a PDF
- Make sure it is easy to email
- Put it on your website
- Make sure you can also use it at trade shows, chamber events, etc.



# Social Networking

**Speak the language of your customer!**



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# Communication Strategy

- Research to see how your potential customer communicates
  - Look at their website
    - Do they have a blog?
    - Do they post videos on their website?
    - Do they have an interactive chat tool?

# Websites

- What does your agency website say about how you do business?
  - Who is your website speaking to?
  - How often is your website updates?
  - Do you direct customers to your website?
- Let's look at some of your websites!



# AbilityOne Resources

- Youtube

- <http://www.youtube.com/user/AbilityOneProgram>
- Can use clips for your internal and external customers to show Program
- Also business line specific videos
  - <http://www.youtube.com/user/AbilityOneProgram#p/a/D114D9F1160DA5CF/0/4qXoorD3icc>
- Speakers Bureau



# Leveraging Your Website

- Highlight customer recommendations
- Use facts (quality, turnover, shipments)
- Keep short and sweet
- Highlight capabilities
- Link videos
- When negotiating with customers offer to put their logo on your website
- Have industry updates/info
- Set aside time to maintain and update



# Website Must Haves!

- Add social media share buttons
- Monitor site loading time
- Remove outdated information
- Have a clear brand image
- Reduce the need to scroll
- Keep it simple
- Use Google maps to show all of your locations

# Other Ideas

- Send electronic newsletters monthly
  - Focus on new capabilities or customer success stories
  - Keep short and link them to your website to drive traffic
  - Advertise open houses or events to bring people into your facility or your customer's facility



# Selling To Federal Customers



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# Why Should The Federal Government Partner With You?

- Selling Partnering Concept
  - Long term contract awards
  - Win-win solutions
  - Reduces tax burden





# Find Out What The Government Is Looking For

Some Ideas For Marketing And Research

# Print Execution – Brand

## Ads running in **Government Executive** and **Federal Times**

### dependability



AbilityOne employee, Jorge Contreras, Leesville, VA


**144 Federal mail service contracts, delivering over 40 million letters and packages annually.**

**That's dependability.**


Our customers rely on the AbilityOne Program for secure mail and digital document services to deliver information safely and securely. AbilityOne relies on devoted, skilled employees like Jorge Contreras — who is proudly employed on a contract center service contract in Leesville, VA.

For over 70 years the Program has met demanding Federal contract requirements for quality products and services at fair market price. In addition, AbilityOne enables people who are blind or have other significant disabilities to be independent and productive citizens.

AbilityOne.org



### capability



AbilityOne employee, Ivan Williams, Lansing, MI

**Over 30 million contacts per year, Achieves 90% First Contact Resolution.**

**That's capability.**


Our customers rely on the AbilityOne Program for contact center services to handle calls 24 hours a day, 365 days a year. AbilityOne relies on devoted, skilled employees like Ivan Williams — who is proudly employed on a contract center service contract in Lansing, MI.

For over 70 years the Program has met demanding Federal contract requirements for quality products and services at fair market price. In addition, AbilityOne enables people who are blind or have other significant disabilities to be independent and productive citizens.

AbilityOne.org



### accountability



AbilityOne employee, Kamath Oliver, Lansing, MI


**Two million square feet of warehouse space readily available nationwide. Over \$200 million in inventory delivered safely and efficiently every year.**

**That's accountability.**


Our customers rely on the AbilityOne Program for supply chain management services to deliver products across the country and throughout the world. AbilityOne relies on devoted, skilled employees like Kamath Oliver — who is proudly employed on a supply chain management contract at a warehouse facility in Lansing, MI.

For over 70 years the Program has met demanding Federal contract requirements for quality products and services at fair market price. In addition, AbilityOne enables people who are blind or have other significant disabilities to be independent and productive citizens.

AbilityOne.org



### sustainability



AbilityOne employee, Lore Grossman, Leesville, VA

**Laundry services that save 125 million gallons of water, and 3.3 million kWh's of electricity every year.**

**That's sustainability.**

Through the use of high efficiency washers, low emissions grounds maintenance equipment, carwashes that only require a single cup of water, and environmentally friendly cleaning products and practices, AbilityOne's services and products meet the needs of our customers while reducing the impact on the environment.

For over 70 years the Program has met demanding Federal contract requirements for quality products and services at fair market price. In addition, AbilityOne enables people who are blind or have other significant disabilities to be independent and productive citizens.


Learn more about going green with the Initiative Program at [AbilityOne.org/green](http://AbilityOne.org/green)





# Print Ads - DoD

**Fight proud. Work proud.**




"I've talked to [our warfighters] from Iraq and Afghanistan and helping them get their needed items is job one."  
— AbilityOne employee Stephen Tyler

Stephen helps America's servicemen and women acquire the products they need in the field as an AbilityOne contact center representative in Battle Creek, MI.

With a presence on nearly every military installation in the U.S., AbilityOne has the experience, capability and workforce to keep our fighting men and women fed, clothed, supplied, supported and protected. In addition, AbilityOne helps people who are blind or have other significant disabilities join the ranks of independent, productive, tax-paying citizens.

[AbilityOneDoD.org](http://AbilityOneDoD.org)



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## Ads running in **Government Executive (DoD)**, **Defense News** and **Military Logistics Forum**

**Fight proud. Work proud.**



"I feel proud to be a part of the troop deployments and all the other aircraft that support our military operations."  
— AbilityOne employee Ira Huddleston

Ira works in Airfield Alert Support Services at Ft. Hood Army Base, TX and is just one example of how AbilityOne supports the mission of America's warfighters.

With a presence on nearly every military installation in the U.S., AbilityOne has the experience, capability and workforce to keep our fighting men and women fed, clothed, supplied, supported and protected. In addition, AbilityOne helps people who are blind or have other significant disabilities join the ranks of independent, productive, tax-paying citizens.

[AbilityOneDoD.org](http://AbilityOneDoD.org)



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**Fight proud. Work proud.**



"The thing that I really love about my job is that I get to help people. The mail is a real morale builder because it keeps people in touch with home."  
— AbilityOne employee Rosalinda Andrews

The 308 Air Force personnel representing five squadrons stationed at Ft. Hood Army Base, TX are always happy to see Rosalinda Andrews. That's because Rosalinda delivers their mail and packages from home, connecting America's servicemen and women with their loved ones around the world.

With a presence on nearly every military installation in the U.S., AbilityOne has the experience, capability and workforce to keep our fighting men and women fed, clothed, supplied, supported and protected. In addition, AbilityOne helps people who are blind or have other significant disabilities join the ranks of independent, productive, tax-paying citizens.

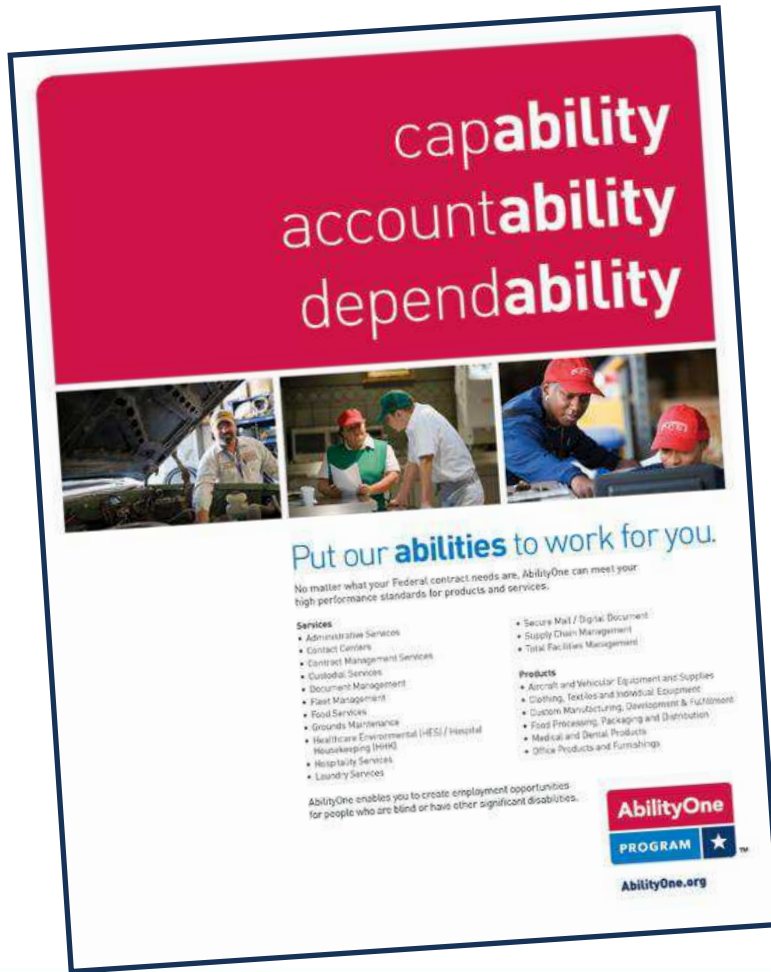
[AbilityOneDoD.org](http://AbilityOneDoD.org)



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# Print Ad - Procurement

Ad running in  
**Government Procurement**  
and **Contract Management**



The print advertisement features a red header with the words 'capability', 'accountability', and 'dependability' in white, each with the 'ability' portion in bold. Below the header are three photographs: a worker in a white lab coat, two workers in hard hats and safety vests, and two workers in hard hats looking at a laptop. The text 'Put our abilities to work for you.' is centered below the photos. A paragraph states: 'No matter what your Federal contract needs are, AbilityOne can meet your high performance standards for products and services.' Two columns of bulleted lists follow, detailing 'Services' and 'Products'. At the bottom, a small paragraph states: 'AbilityOne enables you to create employment opportunities for people who are blind or have other significant disabilities.' The AbilityOne Program logo, featuring a star, and the website 'AbilityOne.org' are at the bottom right.

capability  
accountability  
dependability

Put our **abilities** to work for you.

No matter what your Federal contract needs are, AbilityOne can meet your high performance standards for products and services.

**Services**

- Administrative Services
- Contract Centers
- Contract Management Services
- Custodial Services
- Document Management
- Fleet Management
- Food Services
- Grounds Maintenance
- Healthcare Environmental (HESI) / Hospital Housekeeping (HHK)
- Hospitality Services
- Laundry Services

**Products**

- Secure Mail / Digital Document
- Supply Chain Management
- Total Facilities Management
- Aircraft and Wheeled Equipment and Supplies
- Clothing, Textiles and Personal Equipment
- Custom Manufacturing, Development & Rightsource
- Food Processing, Packaging and Distribution
- Medical and Dental Products
- Office Products and Furnishings

AbilityOne enables you to create employment opportunities for people who are blind or have other significant disabilities.

**AbilityOne**  
PROGRAM ★  
AbilityOne.org

# Print Ads – Lines of Business

Ads running in **Mail Magazine**, **Government Food Services** and **Government Fleet**

**adaptability**



With almost 50 million cubic feet of food packaging and processing warehouse space, the AbilityOne Program can quickly and easily adapt to your food service requirements.

The AbilityOne Program offers first-class food packaging and processing for federal procurement officials and end users. In addition to creating vital employment opportunities for people who are blind or have other significant disabilities, AbilityOne provides:

- Dry milk, vegetable oil, baked goods, mixes, spices, roasted and ground coffee and other food products
- Customized products and packaging to match your objectives and identity
- Modified food mixes to accommodate customer preference
- Re-salable, safer and more efficient food pouches in lieu of cans
- Operational food systems equal to or better than any current provider (certified by U.S. Army RDECOM, Natick Soldier Center, DoD Combat Feeding)

**AbilityOne**  
PROGRAM ★

AbilityOne.org

**reliability**



When your contract requires high performance Fleet Management services, rely on AbilityOne.


AbilityOne helps fulfill your federal contract needs while enabling you to create employment opportunities for people who are blind or have other significant disabilities. Our competitive Fleet Management services include:

- Asset management
- Vehicle marshalling
- Vehicle upfitting
- Vehicle maintenance and repair
- Parts management
- Vehicle fueling and washing
- Motor pool operation
- Vehicle decommissioning and disposal
- Fleet management information systems
- Analytical tools and management training
- Management and compliance reporting

**AbilityOne**  
PROGRAM ★

AbilityOne.org

**dependability**



Every day, AbilityOne manages hundreds of thousands of mail pieces for the federal government.

AbilityOne fulfills your federal contract needs while enabling you to create employment opportunities for people who are blind or have other significant disabilities. Our competitive Secure/Digital Mail Services include:

- Digital mail, scanning, secure content management
- National/Consolidated/Multi-Regional operations
- Full mail center and digital work center operations
- Multi-location pick up, delivery and courier services
- Receipt and processing of classified, controlled, accountable mail and packages
- Bar coding, metering, match mailing, mail merge, list maintenance
- Automated outbound mail: presorting, ink-jet labeling, tabbing and labeling
- Specialty hardware on-site or off-site
- Warehouse and virtual/computer-based fulfillment services

**AbilityOne**  
PROGRAM ★

AbilityOne.org

# Co-branding Extends Footprint

- Website – links to [abilityone.org](http://abilityone.org)
  - About Us – AbilityOne partnership
- Press releases, media kits
  - New contracts as part of AbilityOne Program
  - Awards as part of AbilityOne Program
  - Co-promote national winners – Usdane, Villines
- Sales collateral
  - Member of the AbilityOne Network
  - Collaborative nature of the network
- AbilityOne Program graphics – hang on the walls at contract sites

# Business Development Basics

- Identify the team
- Identify the marketplace
  - What products and services provide the best opportunity for success
- Establish realistic goals
  - Sales Cycle
- Track your results
- Obtain feedback
- Circle back and strengthen your weak points

# Other Tips

- Joint business development meetings with NISH staff
  - Develop leads and utilize resources
- NISH Line of Business Managers
  - Utilize NISH expertise and resources
  - Attend webinars & business line specific training





# NISH As A Resource

## Updates and Reminders

# NISH Services

## Traditional Services

- Custodial Services
- Grounds Maintenance
- Food Service

## Innovative Services

- Fleet Management
- Secure Document Destruction
- Contact Center Services
- Laundry Services
- Total Facilities Management
- Hospitality Services
- Supply Chain Management
- Secure Mail/Digital Document Services





# NISH Products

- Apparel and Equipage
- Medical Supplies and Equipment
- Food Processing and Packaging
- Hardware and Equipment
- Office Supplies and Equipment



# Steps to Success

- Make sure you are up-to-date with your NISH Annual Registration
  - Takes place annually from October 1 through December 31<sup>st</sup>
  - Must be current to pursue contracts
  - Go to [www.nish.org/](http://www.nish.org/) *\*\*how to become affiliated*
- Attend NISH training
  - AbilityOne Academy
  - Federal Compliance
  - Business Line specific trainings

# Steps to Success

- Subscribe to the sources sought subscription services
  - For assistance with password: [mboyd@nish.org](mailto:mboyd@nish.org)
- Log onto @NISH to access the Customer Portal to update your information
  - New interface to enhance communication
- Attend your Regional Conference
  - August 17-19 in Chicago, contact Darcy Hedrich [dhedrich@nish.org](mailto:dhedrich@nish.org) for more information

# Develop Your Strategy

- Questions to ask
  - Who at your agency will be in charge of pursuing AbilityOne contracts?
  - What types of opportunities do you want to pursue?
  - What type of funding resources do you have to assist in the development of new lines of business?
  - Is your Board supportive of new business ventures?
  - What is your commitment to expanding business?

# Utilize Available Resources

- Contact your NISH Regional office
  - Information about conferences or trainings you should attend
  - Assistance with locating opportunities on the extranet
- Do your own research
  - What Federal opportunities are in your own backyard?
  - Do you currently partner with any commercial firms who have Federal Contracts?
  - Do any of your Board members have connections in the Federal Marketplace?

# Try the web

- NISH.org
  - NPA Procurement Opportunities
  - AbilityOne Opportunities
- Fedbizopps
  - Postings of all Federal opportunities over \$25,000
  - [www.fbo.gov](http://www.fbo.gov)
- Local searches
  - [www.google.com/unclesam](http://www.google.com/unclesam)
- Fee-based sites
  - Epipeline
  - Input



# Training Courses

- AbilityOne Business Development Seminar
  - Business development techniques
  - Sources sought response best practices
  - Capability Statements
- Creating partnering and subcontracting agreements
- Business line specific trainings

# Be In The Know!

- CRP Capabilities Capture Tool
  - Coming Fall 2011
  - Will replace old version and will be incorporated into the Customer Portal
- B1 Project Distribution Process Updated
- What could you do differently to grow your business today?





# Questions??? Comments???

**Thank You!**

**Nicole Hansma**

**Senior Program Manager, CRP Support**

**[nhansma@nish.org](mailto:nhansma@nish.org)**