



## ***Marketing Materials—Your Corporate Capabilities***

Every company needs marketing materials to tell the company story. What should your Corporate Capabilities include?

### ***Cover Page***

A cover page, Make sure your cover page tells the person who receives it with how to find you again, just in case he wants to give you come work.

### ***Snapshot of the Company***

Start with your strengths. Your socio-economic status, by the way, isn't your strength. Regardless of whatever socio-economic categories you qualify for, there are a thousand other companies around the beltway that also meet those criteria. Don't make your Corporate Capabilities communicate that you're walking around with your tin cup in hand, saying "Give me business because I'm poor/minority/deserving." Meeting the socio-economic criteria isn't enough; you also need to be able to tell a story that says "Give me business because I'm good at what I do."

In the opening pages, start to paint a picture of your company that shows how successful you are. If your office is in an impressive building, show a picture of the building. If you've received awards (and you probably invested to win those awards), brag about them and get a return on the investment you made to get them. Don't worry a lot about what an award was for; if you've got it, flaunt it.

Part of what you're trying to create here might be expressed as, "Sure, you expect me to say it's a great company, but these awards are other people, outside the company, who have taken a look and were impressed with what they see.

An organization chart is a temptation. Unfortunately it looks terribly small business, and I'd only recommend it if you need to convince someone that you're a real company, with real infrastructure—or if you have name-brand people—names the customer will immediately recognize, and you don't want the customer to miss that point!

One way to brag about how good you are is to show how much you've grown. A bar chart that shows your revenue increases or number of employee over the last five (or however many) years shows success—but this measure is a double-edged sword because it carries with it the risk that you might not grow quite as much this year. Growth charts like this look definitely small company. I wouldn't use them unless this is the only thing you've got to show how great you are.

### ***Core Capabilities***

Spend a page or pages on your core capabilities. If you want to show an alternate view of our company, offer a page with your "domain expertise."

### ***Taking Care of People***

Much of the work that's up for grabs in the small business world is ongoing work, previously done by another company that's no longer eligible for whatever reason. In



the last analysis, what the client wants is the same people back after you win. If you've got any history of winning this type of work, your corporate capabilities should tell the story of your success in retaining incumbent employees. Spin the story any way you need to make it true, but brag about your success in this area.

Because the client likes the people, he wants them taken care of. Devote a page to your wonderful total compensation package for your employees, including salary of course, but also your intangible benefits like professional development or training, and also your highly competitive fringe benefit package. On one chart, you're not going to provide enough information to enable much comparison, but if you brag about it, the client will have to assume that it's good.

This chart also says something about the value your company places on its employees. You want to leave him understanding that you have very good people, and you work hard to retain and develop them.

### ***Management and Quality***



If the people are going to be the same after you win the work, the advantage of selecting you must be in the management of the company. Spend a page or more talking about your management. Do your managers have any particular credentials that you need to brag about? Do you follow any widely recognized quality management methodologies, such as ISO or CMMI? If you don't yet follow any of these standards, do you plan to? If you're not formally certified in one of these methodologies, do you follow the methodology anyway? What promise does the client have that the quality of the product you deliver (and here we're probably talking mostly about labor hours) is as good as or better than that of the next company?

### ***Corporate Experience***

Next, you should include some examples of past performance. An important goal here is to include as many buzz words as possible, so that no matter what requirements crop up as the discussion develops, somewhere in there you've got a buzz word that suggests that you've done something relevant to that requirement for another client.

The body of the chart for these will probably describe the Statement of Work for the effort. One way to get more buzz words on the page is to include a text box that lists "Tools Used" or "Key Technologies"—anything to get more buzz words on the page.

This is also a good point to reinforce the notion that other people outside the company are impressed. If you've received letters or emails commending your employees or your company, put a text box on the page quoting the relevant phrase. You don't need to include names, initials will do.

### ***Close***

Don't forget to close. You need to wrap the whole thing up in one slide. Essentially, the most important message is, why should the potential client pick you? You're good at what you do, you keep your commitments about schedule and budget, and you care about the satisfaction of your clients.

Finally, remind the client how he can reach you. This is also my first choice for the place to remind him of what has probably already been discussed at this point—how you can help him achieve his socio-economic goals. This is icing on the cake—the important thing is that you're a really good company!