



How to Write a Successful “Statement of Qualifications”

*A key business document
in government contracting*



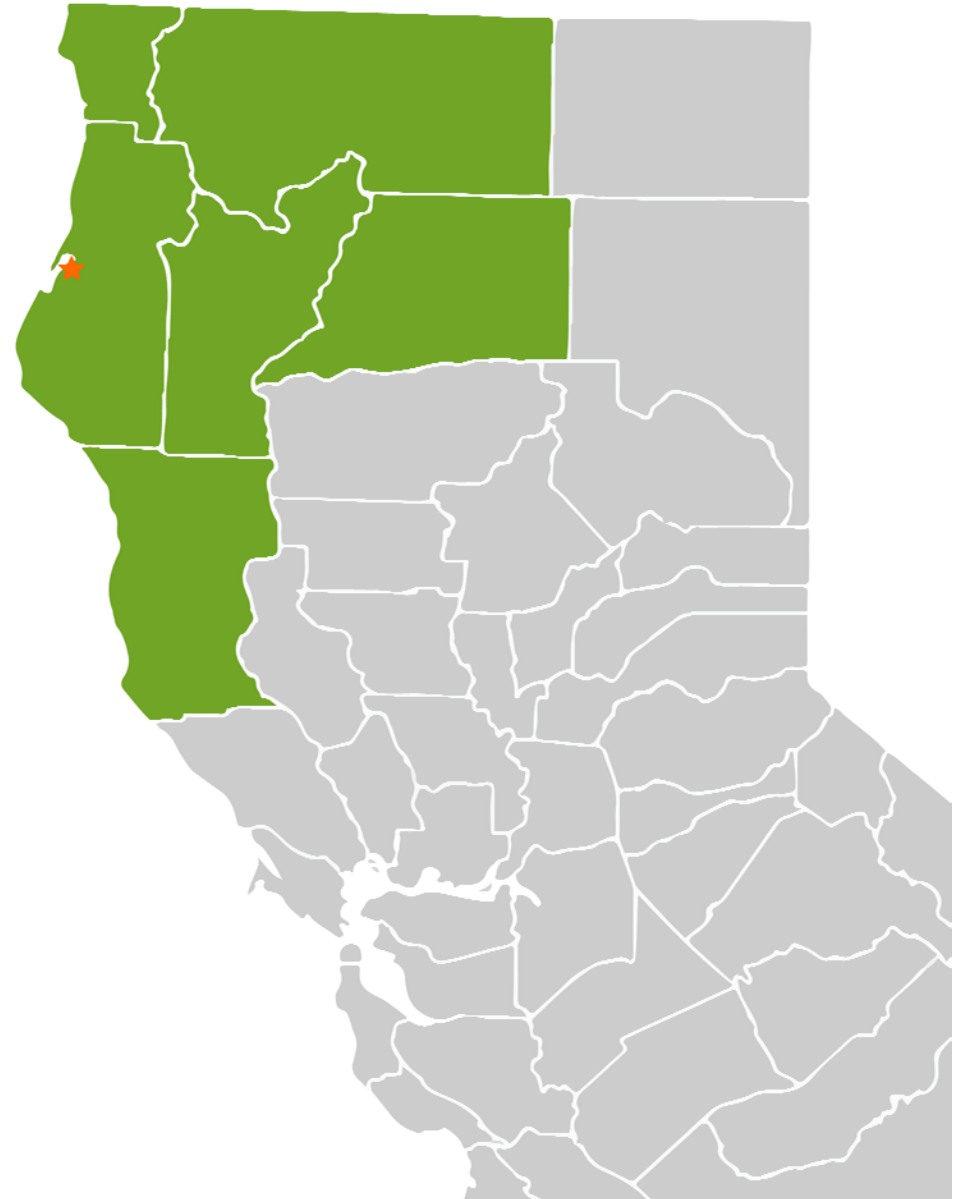
Who We Are

- Funded by the DLA
- Hosted by Humboldt State University SPF



Our Service Area

- Mendocino
- Humboldt
- Trinity
- Shasta
- Siskiyou
- Del Norte



Our Services

All of our services are provided at **no-cost** to you:



One-on-one
counseling

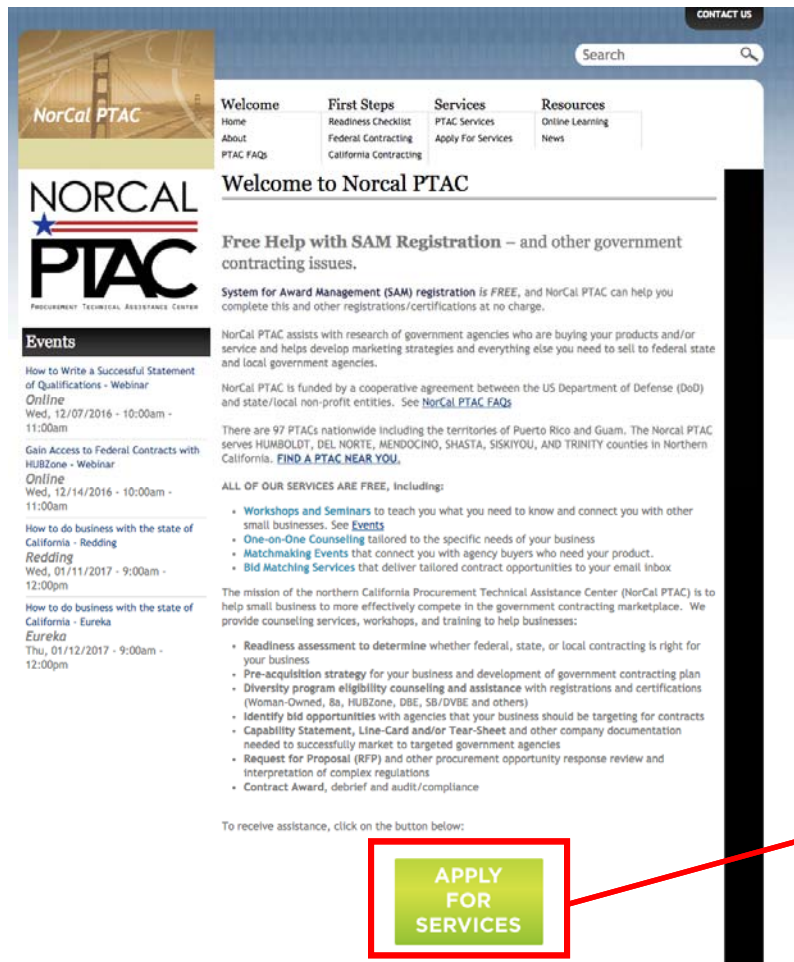


Workshops and
seminars



Bid-matching
services

To apply for our services:



1. Visit our website at www.norcalptac.org
2. Click on 'Apply for Services'
3. Fill out the evaluation form
4. We will contact you within two business days



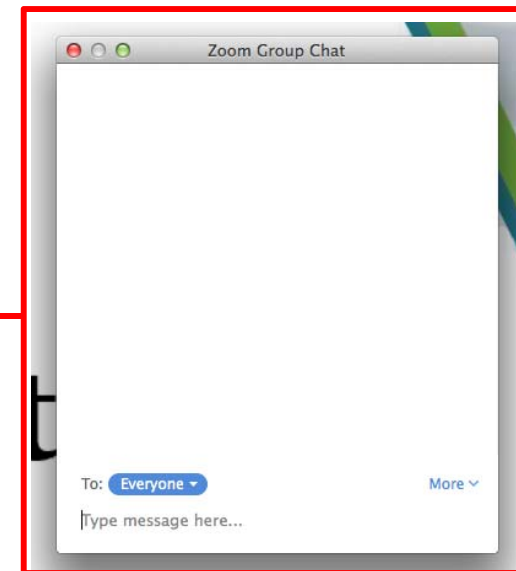
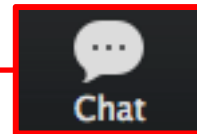
Questions?

Use the chat feature!



How to Write a Successful "Statement of Qualifications"

A key business document in government contracting



Today's Objectives



Understand the importance of the Statement of Qualifications in marketing your business to government agencies.



Know how to prepare an SOQ.



Make your company stand out.

Topics



1. What is a “Statement of Qualifications”?
2. What is the purpose of an SOQ?
3. Preparing an SOQ
4. Delivering the SOQ

1. The SOQ

- **Sales document that:**
 - Contains particular information about your company and you
 - Is organized in a certain way
 - Is used in the Government Sector
 - *Recognized and recommended in the Federal Government*
 - *Widely accepted in the State, County, City and local governments*



Capability Statement

Applied EHSO LLC
Applied Environmental, Health & Safety Consulting and Training

WHO WE ARE
As a state of the art EHS Consulting and Training Company, **Applied SAFETY** provides our clients with EHS Training, and Consulting that meets and exceeds all OSHA and industry specific EHS standards.

Applied SAFETY has the highest level of EHS professional certified and most qualified consultants in the United States. We improve our clients' profitability by increasing their operational efficiency. This is done by Applied meaningful and hands on employee training, increasing retention, and preventing serious accidents, injury while improving productivity and creating a safe and constructive work environment.

Applied SAFETY, through Applied EHSO LLC, is a certified Small Business with the Small Business Administration (SBA).

Key Industries Served:

- Federal, State, & Municipal Gov
- Aerospace
- Construction
- Manufacturing
- Logging
- Oil and Gas
- Petrochemical
- Chemical
- Legal EHS Expert Witness

PAST PERFORMANCE PROVEN:

- Small Corporate Construction EHS Consulting and Training
- Sandia National Lab, EHS Consulting and Training
- Los Alamos Lab, Contract EHS Consulting and Training
- Region VI OSHA Instructor (University of Texas)
- EPA, NIOSH, OSHA, NIOSH, OSHA Associates members
- NIOSH EHS Training
- AEC and AEC EHS Consulting and Training
- BP, Exxon, Mobile, Chevron, EHS Consulting and Training
- Aecom, Rust Constructors EHS Consulting and Training

CONTACT INFORMATION

APPLIED EHSO LLC Corporate Office
1116 Geneva St NE
Albuquerque, NM 87112
Phone: 505.842-9571
Fax: 505.842-4713
Email: michaelcummings@applied.com

CLASSIFICATIONS

LICENCES

- SBA (Small Business)
- CHED
- CDP
- SHSP
- OSHA # 071760208

POINTS OF CONTACT

- 141000
- 111410
- 141112

POINT OF CONTACT
Michael Cummings
President
Cell: 505.842-9571

2. SOQ Purpose

- **Is the initial contact document with**
 - Small Business Specialists
 - *Every Federal Agency has an Office of Small and Disadvantage Business - OSDBU*
 - Contracting Officers
 - Government Buyers
 - Program Managers
 - Other Businesses
- **Used to:**
 - Respond to “Sources Sought”
 - Handout at Industry Days and Networking Events

3. Preparing an SOQ

- **Prepare a Capabilities Statement**

- Typically one paragraph that captures your “**core**” capability/value

“We are a full service provider of HVAC solutions for residential, business and industrial applications in Northern California. We maintain an inventory of parts and have Certified Technicians to allow rapid response to customer needs.”

- Stands out from the competition

“Other HVAC suppliers provide our services, however our focus is on providing service 24 hours a day”

- Last sentence/paragraph should describe your small business type-veteran owned, disadvantaged, and any small business certifications [8(a), HUBZone, WOSB, DOT MBE, etc.]
- Bold key words
- Avoid motherhood and apple pie

Remember: You can change this statement to fit your audience

3. Preparing an SOQ , cont..

- **Collect all Government Codes**
 - DUNS Number and CAGE code
 - Shows SAM registration and orientation to Govt sector
 - NAICS and PSC/FSC codes
 - Defines what business you are in
 - List the code and title and a couple of bullets of what you do in those codes.
 - Assists federal procurement personnel in matching your codes to requirements
 - Ensure the codes match your SAM registration
 - NIGP Codes
 - Include if you are marketing to state and local governments

3. Preparing an SOQ, cont..

- **Non-Government Certifications**
 - Prepare a list and description
 - Examples: GB98, ISO 9000
 - Security Clearances
- **Key Client List-Credible Past Performance**
 - Include the name of the client and the project performed
 - State that you will provide references upon request
 - Get testimonials!!

3. Preparing an SOQ , cont..

- **Contact Information**

- Clear and Concise

- Who to Contact

- Owner, Salesperson? Include Title

- Email Address

- Create a new one that is short and easy

- Phone Number

- Pleasant greeting – no music

- Ensure it will be answered or responded to within 24 hours

- Call it !!! Do you like it?

- Web Site

- Include if you have one

- Don't include if under construction



3. Preparing an SOQ , cont..

• Biography

- Key Players and/or owners
 - Demonstrate your core expertise
 - One paragraph describing the experience the individual brings to the company.
- Include pictures with the Bio
- Put the Bios on the back side



Corporate Office
2313 Phoenix Ave. N.E.
Albuquerque, NM 87107
Website: www.mwinc.net
Phone: (505) 508-0744
Fax: (505) 717-2013

Mailing Address
P.O. Box 30670
Albuquerque, NM 87190



Andrew Pedroncelli is the President of MWI Inc. He has been working in the electrical industry for over 30 years and has become a recognized expert in the state of New Mexico in Intelligent Transportation Systems, Signalization and Electrical services. His extensive knowledge and expertise are sought throughout the industry.

- Journeyman License #08877
- NM Contractor License #352755 (EE98 & EL01)

Andrew Pedroncelli, PRESIDENT

Joseph Gallegos is the Vice President of MWI Inc. He has 3 decades of supervision in the electrical industry with proficient knowledge in Signalization, Roadway Lighting and Intelligent Transportation Systems. Joseph's daily project oversight and diligence are essential to MWI's success.

- Journeyman License #13021



Joseph Gallegos, VICE-PRESIDENT

Remember: The business is only as good as its key personnel!

3. Preparing an SOQ , cont..

- **Graphics**

- Include your logo
- Include pictures-only if it supports your core business

- **Video**

- Create a YouTube video and include the URL
- Two minutes max
- Shows your company in action or a completed project

4. Delivering Your SOQ

- **E-Mail**

- Used for prospecting and follow-ups
 - Target your audience-not an email blast
 - Make it personal – Do your homework
 - Use referrals by name
 - Introduce your “Capability Statement” in the email
 - Refer to and attach your SOQ (PDF)
 - Ask for a brief meeting to introduce your company



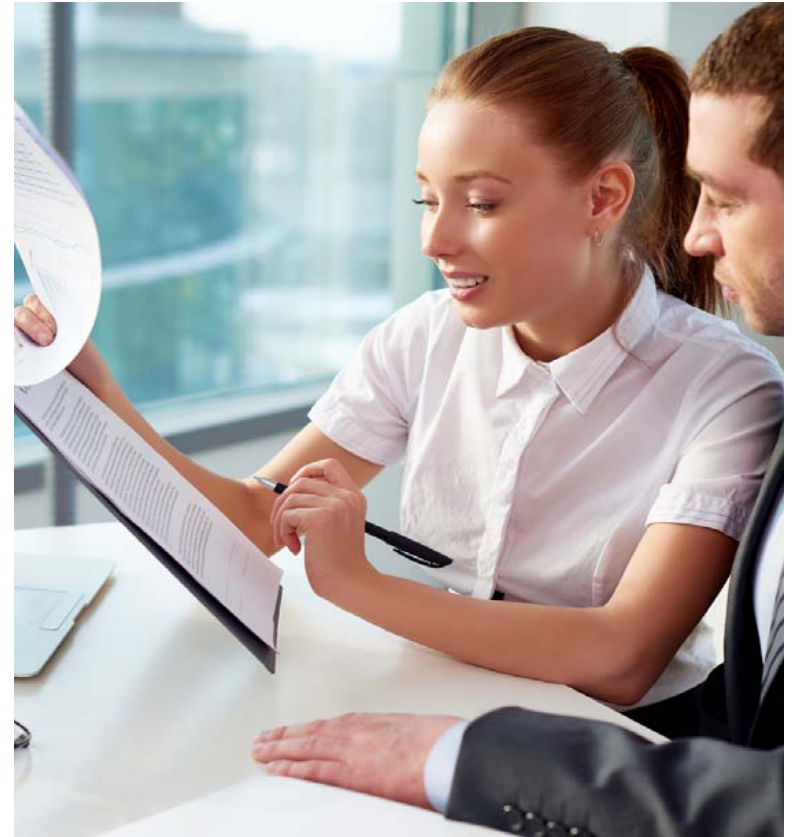
- **Networking Events**

- Have hard copies available
 - Single sheet with two sides
 - Off white is easier to read
- Show, provide or use as a follow up.



SOQ Assistance

- **Contact Norcal PTAC**
 - We will provide a template
 - We will review your SOQ and provide recommendations
 - Provide Government Marketing Assistance
 - Bid Match
 - Contacts



Upcoming Events

Register online at norcalptac.org/events2

Gain Access to Government Contracts with HUBZone



December 14, 2016
with Christina Jones
FREE WEBINAR

How to do Business with the State of California



January 11, 2017 in Redding
January 12, 2017 in Eureka
with Wayne Gross
FREE WORKSHOP

Thank you!

Please remember to take our event survey!



www.norcalptac.org • 707.826.3922 • facebook.com/norcalptac • @norcalptac

Questions?

Use the chat feature!



How to Write a Successful "Statement of Qualifications"

A key business document in government contracting

