Contract Connections

Bids for PGH

Session 3

Close the Deal: Presenting Your Presence
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Session 1: New Contracts, Identify Availability

- Guidance: Bidding on City of Pittsburgh
- Submission: Checklist to Navigate

Session 2: Respond to Solicitations

- Contracts & Capability
- Winning Proposals

Session 3: Close the Deal: Presenting Your Presence
Session 3: Agenda

1) Before the Interview - Getting Prepared
2) During the Interview - Presenting Your Capabilities
3) After the Interview - Follow Up & Follow Through
4) Final Thoughts
“CONFIDENCE COMES FROM BEING PREPARED.”
- JOHN WOODEN

#QUOTESFORLIFE
Without a mission statement, you may get to the top of the ladder and then realize it was leaning against the wrong building... Dave Ramsey
Levels of Mission
The reason for being and the foundation for the business idea

/company mission
Build brand
Serve customers
Create products

/social mission
Help someone
Improve society
Change the world

/personal mission
Enjoy work life
Follow dedication
Shape surroundings
Mission
Formulate the company's purpose and mission

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>KEY QUESTION</th>
<th>ANSWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONCEPT/PRODUCT</td>
<td>WHAT problem does the company solve?</td>
<td>1</td>
</tr>
<tr>
<td>CUSTOMER/TARGET GROUP</td>
<td>WHO is the company solving the problem for?</td>
<td>2</td>
</tr>
<tr>
<td>PROCESS/TECHNOLOGY</td>
<td>HOW is the problem solved?</td>
<td>3</td>
</tr>
<tr>
<td>VALUE CREATION</td>
<td>WHICH value is created for the target group?</td>
<td>4</td>
</tr>
<tr>
<td>PURPOSE</td>
<td>WHY does it matter?</td>
<td>5</td>
</tr>
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**THE DRAFT MISSION IN ONE SENTENCE**

The company's mission is to deliver/make/develop...

1. to the customer group...
2. in the way that we...
3. and thereby help our customers to...
4. 
5. We are passionate about this task because...

The mission told as a mantra:
Vision
Create a vision for new opportunities or solved problems

Job to be done
Some companies have a vision for a future world that offers new opportunities or solves old problems.

By putting this vision into words, we can give ourselves and the company a more clear image of what business idea the company was founded on.

How to do it
Start in the bottom of the worksheet by describing the world the company is facing today. Write down key words that describe this current reality.

Continue by describing the new reality or world that the company would like to be a part of in the future.

Finish by describing some of the key elements that could be involved when creating the changes you need.

Next Step
• Tell your employees about the company vision.
• Use the vision to communicate the essence of the company to the outside world.
• Make action plans for how to present the vision in the daily operations.

LICENSED TO:

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SWOT Analysis

The acronym SWOT stands for **Strengths**, **Weaknesses**, **Opportunities** and **Threats**.

Are you aware of your position in the market?

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
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<td>•</td>
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<table>
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<tr>
<th>Opportunities</th>
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<td>•</td>
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</table>
Capability Statement

A concise document highlighting your business competencies
What is the Purpose of a Capability Statement?

• To convey information that is most important to a particular decision-maker (state it in a clear, and concise manner).

• Successful firms use their Capability Statement for a number of purposes:
  – A door-opener
  – Statement of qualification
  – Statement of past performance
  – It will set your apart from your competitors
The five key areas included in a successful Capability Statement are:

1. Core competencies
2. Past performance
3. Differentiators
4. Corporate data
5. Contact information (web site and a specific person's name, email and phone number, social media)
Elevator Pitch

Prepare to capture the attention of your audience!

THE ELEVATOR PITCH
Elevator Pitch

**ELEVATOR PITCH TEMPLATE**

1. **INTRODUCTION**
   Name, Role, Company and Opportunity Headline

2. **CHALLENGE - CURRENT STATE**
   What is the challenge for the market or company today?

3. **BENEFIT - FUTURE STATE**
   What impact will you or your solution have? (Be Bold!)

4. **CLOSE**
   Ask for a follow up meeting and/or propose next steps

**anatomy of a 1-min Pitch**

**10s**

**Intro**

Introduce yourself; mention title/role, team, and division/group. Keep this brief. It’s tempting to talk more about yourself, but it won’t add more value to the pitch. Focus on only what’s relevant to your problem/solution.

**15s**

**Problem**

Introduce a problem you have identified, internal or external to your organization. Mention who experiences the problem, what their pain points are, and how it impacts them.

**25s**

**Solution**

Introduce your proposed solution. Address only the problem identified, no more, no less. Briefly describe how you hypothesize your solution will solve the problem, initially.

**10s**

**Ask**

This is where you make your ask. Every good pitch has a specific ask. Describe a specific person, resource, skill, or action you need to develop your solution. What will your call-to-action be?
Know Your WHY

People don’t buy what you do, they buy WHY you do it!

The Golden Circle
– Simon Sinek
Interview Considerations

✓ Can you clearly articulate your firm’s qualifications and experience?

✓ Can you concisely explain your approach and plan to successfully complete the project?

✓ Can you show that you fully understand the scope of the project?

✓ What is your competitive advantage?

✓ How are you representing your personal and company brand?

✓ Have you practiced answering interview questions?
Interview Tips

✓ Research the company

✓ Dress appropriately for the interview

✓ Be on time

✓ Avoid distractions and keep eye contact

✓ Be confident and comfortable

✓ Be aware of body language

✓ Rehearse

www.indeed.com/career-advice/interviewing/how-to-introduce-yourself-in-an-interview
## Job Interview Worksheet

### Job Experience

1. 
2. 
3. 

### Job Skills

1. 
2. 
3. 

### Education

1. 
2. 
3. 

### Training/Certifications

1. 
2. 
3.

[https://www.score.org/resource/job-interview-worksheet](https://www.score.org/resource/job-interview-worksheet)
## Job Interview Worksheet

### Time-management Skills
1. 
2. 
3. 

### Managerial Skills
1. 
2. 
3. 

### People Skills
1. 
2. 
3.
Job Interview Worksheet

Problem-Solving Skills
1. 
2. 
3. 

Job Accomplishments
1. 
2. 
3. 

Strengths/Weaknesses
1. 
2. 
3. 

Interest In Your Company
1. 
2. 
3. 

Attitude
1. 
2. 
3.
Sample Interview Questions

✓ Tell me about your business?

✓ Why are you interested in this project/job?

✓ What is your approach to ensuring projects are completed on time?

✓ Tell me about your experience in this specific area.

✓ Why should you be selected for this bid?

✓ Tell me about your core business values.

✓ Do you have any questions for us?
The STAR Interview Method

**SITUATION**
SET THE SCENE

**TASK**
DESCRIBE THE PURPOSE

**ACTION**
EXPLAIN WHAT YOU DID

**RESULT**
SHARE THE OUTCOME
After the Interview

**How to Follow Up After a Job Interview**

1. **Send an email or thank-you card to everyone who interviewed you.**
   - ...And send it within 24 hours

2. **Mention anything you forgot to say during the interview.**

3. **Address and correct any mistakes you made.**

4. **Remind the interviewer why you’re qualified.**

*the balance*
Project Management

- Initiate
- Plan
- Execute
- Monitor & Control
- Close
Project Management Tools

✓ Microsoft Project

✓ Gantt Charts

✓ 30-60-90 Day Plans

✓ Dashboards

✓ Task Lists

✓ Project Plans
Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it.

– Lou Holtz
You Will Receive

Session Packet 3
1) Elevator Pitch Worksheet
2) Interview Worksheet
3) Mission & Vision: Growth Wheel
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<th>SEO Reports</th>
<th>E-Commerce</th>
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<tbody>
<tr>
<td>No-Cost, 10-14 Report</td>
<td>Current Traffic Trends</td>
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<tr>
<td>Report, No Cost</td>
<td>User Experience – Tags &amp; Ad Words</td>
</tr>
<tr>
<td>Social Media Review</td>
<td>Searchability, Mobile Access</td>
</tr>
<tr>
<td>High Priority Fixes</td>
<td>Security &amp; Analytics</td>
</tr>
<tr>
<td>Recommendations &amp; Suggestions</td>
<td>Personal Data &amp; Financial Transactions</td>
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<tr>
<td>Browser Compatibility</td>
<td>33 Point Questionnaire</td>
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Additional Training
http://entrepreneur.pitt.edu/events/
Event QR Code

Below is your QRCode for event **Contract Connections: Bids for Pgh, Session**

3 - 8:30 AM starting on **10/20/2020** and ending on **10/20/2020**

Direct link:
https://app.suitable.co/#/getcredit/69569/oKZwImsHIuNRdDX5
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