



## Webinar Series

**HELPING VETERAN SMALL BUSINESSES “CONTINUE THE MISSION!”**





# Perfecting Your Pitch

Speaker: Gloria Larkin, President/CEO; TargetGov

TargetGov  
Plan. Position. Pursue. Win.

Join me at TargetGov's  
**LIVE PITCH Competition!**  
May 17 - 20, 2022 @ VETS 22

**Who SAID IT BEST.™**

VETS 22  
VETERAN ENTREPRENEUR  
TRAINING SYMPOSIUM

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[questions@targetgov.com](mailto:questions@targetgov.com) ©TargetGov2022



# Speaker: Gloria Larkin

President/CEO; TargetGov



- Nationally recognized federal contracting business development expert
- Creator of the *FAST*® Process and KickStart Program®
- Clients have won \$8 billion in federal contracts in just the last seven years
- Quoted in Wall Street Journal, Washington Post, Bloomberg, INC Magazine
- Educational Foundation Board Chair Emeritus for WIPP.org
- Author of The Veterans Business Guide and The Basic Guide to Government Contracting
- [FAST@targetgov.com](mailto:FAST@targetgov.com) 866-579-1346 x 325

# Agenda

- First impressions
- Mitigating risks
- Layers of decision makers
- Matchmaking pitch
- Critical six sentences
- Common mistakes



**VETS22**  
VETERAN ENTREPRENEUR  
TRAINING SYMPOSIUM

**Who SAID IT BEST.™**

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**ENTER TO WIN AND PITCH**  
at TargetGov's Live Competition!

VETS22 Symposium  
May 17 - 20, 2022  
Orlando, FL

# Follow the Process!

## First Impressions are Critical

- Do not try to be all things
- Know your niche!
- Lead with your expertise
- **Prove it!**
- **Mitigate risk**
- Be professional
  - Ex: email, web site, no typos
  - No clip art, no stock graphics



# 5 Steps to Mitigating Perceived Risk Before the Contest

1. Perfect your registrations in SAM and SBDS
2. Create a strong niche statement
3. Practice a 90 second elevator pitch
4. Use a powerful Capability Statement
5. Past performance is king!



# Perfect Registrations?

- Today, how does your firm look in the eyes of your federal targets?
- Keywords
- SAM.gov
- SBA Profile at [dsbs.sba.gov/dsbs](https://dsbs.sba.gov/dsbs)



# Perfect Registrations?



**Less than  
2%**

Typical scoring on SAM and SBDS

**A** = clearly set yourself apart from competitors, not risky, memorable

**B** = possible chance

**C** = average = failure

**D** = life support

**F** = dead in the water

**98% will fail  
the first cut**



# Government Decision-makers Have Different Roles/Concerns

- Small Business Office- The Support Follow the process
- Contracting Officers (CO) or (KO)- The Rules
- Program Managers (PM)- The Work
- End Users- The Source

# Business Decision-makers

- Prime Contractors
- Teaming Partners
- Subcontractors

# Perfect Matchmaking Pitch



- Develop a focused “Matchmaking Pitch” to communicate specific offerings matching their current needs
- No company does “Everything”
- Use this example of “Reverse Pyramid” Matchmaking Pitch

# Six Critical Sentences in Your 90 Second Matchmaking Pitch

1. I am [your name], [your title], with [your company name].
2. We provide \_\_\_\_\_.
3. Our core competencies are \_\_\_\_\_.
4. We are the absolute best at \_\_\_\_\_.
5. We are different because \_\_\_\_\_.
6. We can help your agency/office/company by \_\_\_\_\_.

# How to Submit Your Video

1. Once your pitch is mastered and you've registered for the VETS22 conference, record your video and upload it to your YouTube channel with the hashtags #WhoSaidItBest and #VETS2022.
2. Email [events@targetgov.com](mailto:events@targetgov.com) to let them know your video is ready for sharing.
3. We'll send you a few social media graphics to promote your video!
4. Promote your entry submission to Who Said it Best™ Elevator Pitch Competition.





# After You Submit Your Video

- All videos will be reviewed
- Those that are the top 10 will be invited to participate LIVE and IN PERSON at the VETS22 Conference in the **Who Said It Best™ Elevator Pitch Competition!**
- If you did not make the top 10, you will be offered a complimentary coaching session after the conference

# Handouts

- Session Slides including the Matchmaking Pitch Format Slide
- TargetGov Rule of Three™
- Event and Engagement Planning and Execution Process Form™

# Questions?



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