



Welcome!!!

***Disadvantaged Business Enterprise
Supportive Services Webinar:
“Marketing: The Next Level”***

We will begin the webinar shortly!

d.



Disadvantaged Business Enterprise Supportive Services Webinar

“Marketing: The Next Level”
Monte Monash, President

Monash Advisory Group



Your Host: Chloe Miles




1. Today's presentation will be available on our website at www.mhmiles.com
2. You will be in listen mode during this webinar
3. You can "Raise your hand" if you have a question by utilizing the control panel
4. There will be time for questions and answers at the end of the presentation

Disadvantaged Business Enterprise Supportive Services Consultant

MHM Financial Services, Inc.
471 H Street, N.W. 3rd Floor
Washington, DC 20001
Full Service Certified Public
Accounting Firm



Today's Agenda

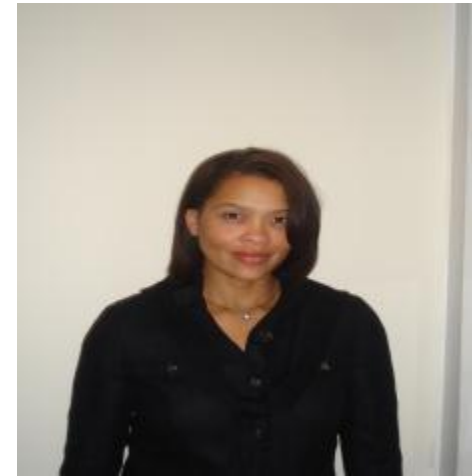
1. Introduction of Today's Webinar Guest Speaker
 2. "Marketing: The Next Level"
 3. Overview of Disadvantaged Business Enterprise Supportive Services
 4. Questions & Answers
- 

Your Presenter:

Monte Monash

Monte Monash, President of Monash Advisory Group (MAG) has over 18 years of government affairs and non-profit management experience. MAG is a government affairs and public relations firm specializing in political access, public sector visibility, project/brand management, business development, and strategic communications. Ms. Monash provides consulting services in the areas of advocacy, contract procurement, graphic/web design and social media and proposal writing to assist top 500 and minority owned firms in the Washington, D.C. metropolitan area, as well as nationally.

Ms. Monash received a Bachelor of Arts degree from Mount Vernon College in Washington, D.C. as well as graduate course work in Business Marketing from Johns Hopkins University.



Monte Monash,
President, Monash
Advisory Group


[www.monashadvisory
group.com](http://www.monashadvisorygroup.com)

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Let's Get Started!



The intended outcomes from this webinar include:

- An understanding of what **effective** marketing can do to set your company apart from competition.
 - Encourage your company to re-assess current marketing materials and make revisions to become more **direct, purposeful** and **satisfy customer needs**.
- 

What is Marketing?

Marketing (n):

[mar-ket-ing]

The business activity of presenting products or services in such a way as to make them desirable.


Synonyms: advertising, promotion, selling, publicizing, presentation




2 Types of Marketing

Business to Customer – The process by which companies create value for customers and build strong customer relationships, in order to capture value from customers in return.

Business to Business – The process of creating value, solutions, and relationships either short term or long term with a company . It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.



Why is Marketing IMPORTANT?

1. To ***Get work!***
 2. To ***Identify*** the customer
 3. To ***Satisfy*** the customer
 4. To ***Keep*** the customer
- 



How to Market



4 Components of Marketing

I. Brand

II. Building a Pipeline

III. Networking

IV. Strategic Partnerships






I. Brand



What is a Brand?

A brand is a name, term, design, symbol, or any other feature that identifies a company's good or service as distinct from competitors.


- A strong brand is **INVALUABLE** in order to stand out
 - It is important to **INVEST** time researching, defining and building your brand
 - A logo alone is **NOT** a company's brand
- 

Creating a Brand Image

Ask yourself: What is it that my product or service does that makes it different?

- ✓ Identify qualities or characteristics that make your company distinctive from your competitors.
- ✓ Brag a little and list your recent sales/project work experience (success stories).
- ✓ Note your company's greatest strength.
- ✓ State what you want your company to be know for.
- ✓ List added values like certifications and professional memberships

Elements of a Brand Image

- Logo
 - Business Cards
 - Brochures
 - Capabilities Statement
 - Website
 - Corporate Culture
- 

Capability Statement

Government agencies and prime firms request a Capability Statement. Cap Statements provide the following information in a brief, standard format:

- **Logo** with company contact information
- **Core Competencies** (short introduction statement and key-word bullet points)
- **Past Performance** (custom create each time with prioritized related projects)
- **Differentiators** (describe what makes your company different from your competitors)
- **Company Data** (list pertinent data i.e.: DUNS, NAICS, CAGE Code, Socio-economic certifications, etc.)

Website

Interested agencies / firms **WILL** visit your website for additional information. Make sure your website is always **CURRENT**.

- ✓ Clearly describe your business
- ✓ Highlight current and past projects
- ✓ List key staff and their qualifications
- ✓ Contact information
- ✓ Link to your company's general Fact Sheet or Capability Statement

Other effective methods of Branding


- **Generate a Buzz**
 - Social Media
 - Press
- **Memberships**
 - Organizations (Professional / Civic)
 - Boards (Professional / Civic)
 - Professional Reviews
- **Community Involvement**
 - Volunteer
 - Philanthropy (Monetary / In-Kind)
 - Mentoring / Internships / Apprenticeships

It is important to STAY VISIBLE!



Brand Image = POWER!

“A strong brand image will create influential POWER! This will result in instant creditability and a stellar reputation with your customer.”







II. Building a Pipeline



When creating a pipeline...

- Remember to walk before you run!
 - Be clear on the core services your company can offer on any given project.
 - Do **ONLY** what you are qualified to do.
 - Make a plan and stick to that plan.
- 

Elements of a Pipeline

- Organize by agency / prospective customer
 - List future projects that your company is qualified to perform
 - List the project timeline and dollar value
 - List potential competitors AND prospective teaming partners
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FY 2012-2013 Anticipated Projects



Source: DDOT Infrastructure Project Management Administration

FY 2012

PROJECT	PROJECT DESCRIPTION	TOTAL PROJECT BUDGET
Connecticut Avenue Streetscape	Median, sidewalk, streetlight and signals upgrade, K Street NW to Jefferson Street NW	\$3,000,000
Watts Branch	6 Bridges over Watts Branch	\$8,000,000
16 th Street Bridge	Replace existing reinforced concrete rigid frame bridge, abutments & adjoining wing walls	\$11,000,000
K Street, NW	ADA-Compliant Improvements	\$3,000,000
Eastern Avenue, Randolph Road to Michigan Avenue NE	Road construction	\$8,000,000

FY 2012

PROJECT	PROJECT DESCRIPTION	TOTAL PROJECT BUDGET
Closing of C Street, SW	Construction	\$4,500,000
Pennsylvania Avenue NW Bridge over Rock Creek	Design	\$1,200,000
7 th Street NW & Georgia Avenue	Construction	\$4,000,000
11 th Street Bridge	Design-Build Project completion	+/- \$90,000,000

FY 2013

PROJECT	PROJECT DESCRIPTION	TOTAL PROJECT BUDGET
Rhode Island Avenue Pedestrian Bridge	A brand new pedestrian/bike bridge over the CSX Railroad	\$5,800,000
Watts Branch	6 Bridges [type?] over Watts Branch	\$9,000,000
Kenilworth Trail	Construction	\$15,000,000
Klinge Road Trail	Trail and stream restoration -- Design	\$800,000
Benning Road NE Streetcar extension	Design	\$1 Million -- \$1.5 Million

FY 2013

PROJECT	PROJECT DESCRIPTION	TOTAL PROJECT BUDGET
31 st Street NW Bridge over C&O Canal	Reconstruction of the Bridge	\$4,000,000
Klinge Road Trail	Trail and stream restoration	\$6,000,000
H Street NE Bridge over CSX Railroad & WMATA	North Capitol Street to 3 rd Street – Design	\$2,000,000
Historic Anacostia Streetcar extension	Design	\$1 Million -- \$1.5 Million
M Street SE Environmental study	Design	\$1 Million -- \$1.5 Million

FY 2013

Project	Project Description	Total Project Budget
Great Streets – Minnesota Avenue from A Street to Sheriff Road, NE	Includes improvements to vehicle and non-vehicle circulation, streetscape work, and employs LID techniques	\$15,000,000
Canal Road, Chain Bridge to M Street NW	Design of wall [type?]	\$700,000
Pedestrian Bridges over Kenilworth Avenue NE	Construction	\$4,000,000
Eastern Avenue, Randolph Road to Michigan Avenue NE	Construction	\$8,000,000

Project	Project Description	Total Project Budget
South Capitol Street Corridor	<ul style="list-style-type: none"><li data-bbox="479 222 1306 322">● New arched bascule Frederick Douglass Memorial Bridge<li data-bbox="479 394 1286 608">● New at-grade traffic circle at Suitland Pkwy; reconstructed Suitland Pkwy/I-295 interchange; new Martin Luther King Jr. Ave -- Suitland Pkwy interchange<li data-bbox="479 679 1306 1008">● New at-grade traffic oval South Capitol St. -- Potomac Ave. -- Q St SE; reconstructed South Capitol St. as 6-lane blvd w. improved streetscape from oval to Independence Ave., at-grade M Street SE intersection west of river<li data-bbox="479 1079 1170 1179">● Improved bicycle and pedestrian facilities throughout the corridor	\$800,000,000+

Other resources

- www.ddot.dc.gov
- www.ocp.dc.gov
- Review the District of Columbia's City Budget
- Review the Council of Government's (COG) TIP regional plan

The screenshot shows the homepage of the District Department of Transportation (DDOT). The header features the District of Columbia logo and Mayor Vincent C. Gray's name. A search bar and navigation menu are visible. The main content area includes a sidebar with links like 'About DDOT' and 'On Your Street'. The central section has a large 'd.' logo and contact information for the DDOT office. To the right, there are 'Featured Services' with icons for Projects, Permits, and more. Below that is a video player titled 'School Transit Subsidy Program Changes' and a 'DDOT Highlights' section with articles on tree planting and parking pilots.


The screenshot shows the homepage of the Office of Contracting and Procurement (OCP). The header is similar to the DDOT site, featuring the District of Columbia logo and Mayor Vincent C. Gray. A search bar and navigation menu are present. The main content area includes a sidebar with links like 'About OCP' and 'Vendor Support Center'. The central section has a large 'ocp' logo and contact information for the OCP office. To the right, there are 'OCP Featured Programs' with icons for Vendor Registration, Solicitation, and more. Below that is a section titled 'Government of the District of Columbia Solicitations' with text about vendor orientations. To the right of that is an 'OCP Highlights' section with articles about the e-Library and DCSS.



III. Networking



The Purpose of Networking

1. To **expand** your contact base.
 2. To **introduce** yourself to professional colleagues AND the community.
 3. To serve as a **resource** to others.
- 

What is Networking?

It is NOT...

- Attending events and talking to colleagues from the office.
- Attending industry meetings and talking to people you already know.
- Arriving to an event early, listening to the speaker and then leaving without meeting one new person.

It is...

- Attending events and introducing yourself to new contacts (AKA – people).
- Attending meetings that have focus on your industry and to get to know other industry professionals.
- Arriving to an event early, sitting with new people, listening and engaging others in conversation.

Sounds Easy as ONE...

Prepare / Make a Plan

Create an annual calendar of industry outreach events.



TWO...

Listen / Share / Connect

ALWAYS ask for a person's business card or contact information



And **THREE**...

Follow up!

*ALWAYS follow up within 3 to 5 days **AFTER** meeting a new contact.*



Golden Rule


Try not to ask the new contact for anything right away!

- To develop a new contact, keep the lines of communication open.
- Think of ways to stay in touch and get to know them better. Start by inviting them to meet again.

REMEMBER: All contacts have an ultimate purpose and need to be developed.

Persistence & Patience

“When you meet a person who is a KEY contact, be both persistent and patient as you develop the professional relationship.”



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**Stay in Contact and Get
Involved!!!**





IV. Strategic Partnerships



Strategic Partnerships

- Partner with other companies that share the same corporate culture.
 - i.e.: Risk, project approach, work ethic
- Consider creating a strategic Joint Venture
 - Identify projects where each company stands a better chance as a JV then competing separately.
- Pursue projects with a plan to prime or subconsultant based on what the customer is looking for.
 - Is the customer interested in having a DBE prime the project? If so, maybe a sub role can be offered to a prime firm partner for this pursuit.

Disadvantaged Business Enterprise Supportive Services



MHM-FS is working on behalf of DDOT to provide technical assistance and consulting services to DDOT and WMATA-certified DBE firms to assist them in developing and growing their business, and increasing their capacity to perform on DDOT projects.

Through workshops, webinars and trainings, the DBE Supportive Services team is providing DBE firms with the necessary technical assistance and knowledge to become competitive, self-reliant businesses. Some of the events hosted by the DBE Supportive Services staff include:

- Architecture and Engineering (A/E) Workshop
- One-on-One Technical Assistance with the completion of Standard Form 330
- One-on-One Marketing Assistance
- Contract Basics: A Two Part Webinar Series
- Doing Business with DDOT: How to Prepare a Winning Bid Proposal
- Construction Math, Blueprint Reading and Estimating
- DDOT 101 Orientation (bi-monthly webinar)

Disadvantaged Business Enterprise Supportive Services Locations & Hours

Personnel

Monica Miles, Contract Administrator

Cherese Myree, Assistant Contract Administrator

Chloe Miles, Disadvantaged Business Enterprise Supportive Services
Administrator

Susan Sessum, Disadvantaged Business Enterprise Supportive Services
Assistant Administrator

On-Site Office: District Department Of Transportation's Business Opportunity and Workforce Development Center (BOWDC)

2311 Martin Luther King, Jr. Avenue, S.E.

Washington, DC 20020


Telephone: (202) 645-8620

Fax: (202) 645-0366

MHM Financial Services Office Hours at the BOWDC:

Tuesday: 9:00 am- 1:00 pm

Thursday: 12:30 pm- 4:30 pm



Questions?



Monte Monash
President

Monash Advisory Group

www.monashadvisorygroup.com



Chloe Miles

Project Administrator
District Department of

Transportation- Disadvantaged
Business Enterprise Supportive
Services

We will keep the question window panel open until 4:00 pm

Participants will receive an emailed copy of all questions and answers related to this webinar



Would you like a copy of this presentation?

Send an email to cmiles@mhiles.com

For additional information contact:

Chloe Miles, Disadvantaged Business Enterprise Supportive
Services Administrator

Office: (202)525-2740

cmiles@mhiles.com

SAVE THE DATE

Register Now !



Disadvantaged Business Enterprise Supportive Services

“DDOT 101 Orientation” Webinar

Monday, October 15th, 2012, 10:00 am- 12:00 pm

“Doing Business with Parsons Brinckerhoff Information and Networking Session”

Tuesday, October 16th, 2012, 2:00 pm – 4:00 pm

For more information, please contact Chloe Miles at

cmiles@mhiles.com or (202) 525-2740

