

Job Order Contracting (JOC) Fair Helpful Tips

Elevator Pitch Tips

The objective of your pitch is to simply describe your company's idea or concept by explaining the firm's goods, services or value proposition in a short length of time.

- Introduction –Open your pitch with a question or statement that invites interest to the prime contractor and relates back to the goods & services your firm provides.
- Pitch – Remember this is a simple summary of the goods and services the firm provides, and how it addresses points in the market within the limit.
- Time – There will be five-to-seven (5-7) minutes allocated to each small business pitching to the JOC awardee/attendees.

Marketing Tips

Provide a business marketing package. Some suggestions for inclusion are:

- Business Portfolio, folder, business cards, capability statement.
- Informational brochure about your company's goods/services.
- Provide basics on what a new client working with your firm can expect including the process, how you analyze and identify client problem areas, determine appropriate products, arrive at solutions in order to fulfill the customer's needs.
- Include any other relevant information (press releases, news articles, client testimonials and digital presentations if applicable).

Prior Project Experience Tips

A firm's client list and project experience serve as a testament to the Small and Small Diverse Businesses' capability, lending credibility. It can assist the firm in securing future contracts with a prime contractor.

- Within last five years, list any past, current, or pending contracts with the Commonwealth of PA and/or other entities.
- Include the agency, project (name, number and completion date if known), scope of work and the dollar value of the project/contract.