

Your Perfect Gateway Supplier Profile: The Ultimate Guide to Standing Out and Securing Projects

Gateway by ICN connects Australian businesses to billions of dollars in project opportunities. But here's the thing – your gateway profile is your first impression. Make it count.



Why Gateway Works for Smart Suppliers

- Direct access to major project owners searching for suppliers
- Automated capability statements save you time and money
- Industry briefings give you the competitive edge
- Unlimited EOIs – no restrictions on opportunities you can pursue

The 5 Pillars of a Powerful Profile

1. Compelling Summary

Your elevator pitch in 1,000 characters

- [ ] Lead with WHO you are and WHAT you do
- [ ] Include WHERE you operate and FOR WHOM
- [ ] End with your unique value proposition

Pro tip: Your first sentence appears in search results – make it magnetic



2. Strategic Keywords

Help buyers find you

- [ ] Use industry terminology and technical language
- [ ] Include brand names of products you carry
- [ ] Think like your customer – what would they search for?
- [ ] Consider expansion areas, not just current capabilities

3. Major Clients and Projects

Prove your track record

- [ ] Showcase impressive customers and significant projects
- [ ] Highlight key partnerships and alliances
- [ ] Focus on experience that matches typical buyer needs
- [ ] Local content and proximity matter



4. Complete Credentials

Never get automatically excluded

- [ ] List ALL relevant accreditations (ISO9001, safety certs, etc.)
- [ ] Keep insurance and licence details current
- [ ] Include industry associations and memberships
- [ ] **Warning:** Blank fields = missed opportunities

5. New Way to Showcase Your Company

Start thinking about how your current products and services align with the new capability-focused approach. Consider:

- [ ] The products, services and facilities that encompass your business
- [ ] Keep insurance and licence details current
- [ ] Include industry associations and memberships
- [ ] **Warning:** Blank fields = missed opportunities



Quick wins for immediate impact

Prove your track record

- Set up targeted notifications for your key sectors and regions
- Complete your profile in 30 minutes – save progress if needed
- Use search function to research competitors and positioning
- Update regularly to maintain search ranking relevance
- Don’t just list your products and services, make sure you select the right capabilities and use our offerings system



The EOI Success Formula

Research > Tailor > Submit

- [ ] Evaluate each scope of work
  - Match your capabilities to scope requirements
  - Assess local content advantages
  - Identify your competitive differentiators

- [ ] Check your profile
  - Make sure it covers relevant information for each opportunity
  - Highlight relevant experience
  - Emphasise your safety, quality and delivery records
  - Show innovation and problem solving capability

- [ ] Submit with confidence
  - Your details complete, accurate and up-to-date
  - Have a clear value proposition
  - Demonstrated commitment to safety, quality, innovation and delivery in full on time (DIFOT)



Our Pricing Packages Scale With Your Business Needs

- **Limited (Free)**
  Find work and promote your capabilities via your own company profile.

- **Be Seen - Essential Visibility That Works**
  Visibility for less than weekly coffee.

- **Be Compelling - Professional Presence Without The Premium Price**
  Showcase your products and services to project owners,

- **Premium - Stand Out From The Crowd**
  Turn your profile into a 24/7 sales rep with a with a tailored company page, custom imagery, with maximum visibility with promotional blurbs driving qualified leads.

> *Companies have found us online through our profile on Gateway and contacted me directly as a result of the premium profile.*
> *See the case study here*



Ready to get started?

1300 961 139

gateway.icn.org.au

info@icn.org.au

Remember: A tender is a competition with only one winner. Invest the time to make your profile work harder for your business.

gateway by ICN