



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 EOs – 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?



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