

CAPABILITIES STATEMENT

- Crafting a Powerful Capability Statement
- Presented by Gary Moore
- Idaho Department Of Commerce
 - PTAC Program Manager

Agenda

- First impressions are critical
- Accurate representation
- Easily understood
- Capture the interest of agency contracting personnel
- Capture the interest of prime contractors
- Tricks to target your capability statements to a specific audience
- Key elements you must include
- Common mistakes
- Omissions that cripple

Types of Capability Statements

- Door-opener, used to begin relationship-building process
 - Obtain decision-maker meeting
 - Tool to use during meetings
- Requested as part of a Sources Sought or RFI response
- Required in a RFP response

First Impressions Are Critical

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

Where to Use a Capability Statement

Person to Person

- Conferences
- Vendor outreach sessions
- Agency and base events
- Matchmaking
- Associations, social events

Referral

- From decision-makers

Virtual

- Email, web site, blog, LinkedIn

Identifying Targets for Your Capability Statement

Your Company

Possible Target

You as a Prime contractor → AGENCY

You as a Subcontractor → PRIMES

You as a Team member → Other VENDORS



Layers of Decision-Makers

Small business representatives

- OSDBU, SADBUI, SBLO

Contracting and acquisition staff

- CO, KO

Program and technical managers

- PM, COTR, end-user



A Poor Capability Statement

- Slams doors on you
 - Highlights your weaknesses
 - Proves that you are not competent
 - Highlights the risk to hire you
 - Proves you don't have a clue
- ...and you DO NOT understand the customer
...or the market!



5 Key Elements Needed to Get Noticed

1. Call it a Capability Statement
2. Core Competencies
3. Past Performance
4. Differentiators
5. Company Data



“Capability Statement” as Title

- Call it what it is!
- First words are “Capability Statement”
- Then your logo
- Then your contact info
- A mini business card across the top of the document

Capability Statement  M I L L E R ' S

first, we listen...

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Core Competencies



Core Competencies

- Section title: CORE COMPETENCIES
- Laser-focused on the target!
- Short introduction statement mentioning the target

Ex: ABC Company provides the services [agency] requires to meet its mission of _____ by providing _____.

- Relate your company's core competencies to the target's specific needs
- Followed by **key-word heavy** bullet points

Past Performance

- Section title: PAST PERFORMANCE
- List past customers for whom you have done similar work. Prioritize by:
 1. Internal to that agency
 2. Related agency
 3. Other government entities: federal, state, local
 4. Commercial contracts
- Show the benefit to the customer
- This is NOT a resume!

Past Performance: Example 1

If you were the Prime:

[*Customer Name*]: Provided x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$xxx,xxx over three years. Name contract vehicle & amount. Give contact reference, name, title, phone and email.

Note: If past projects do not relate to the targeted agency's needs, ***do not*** list.

Past Performance: Example 2

If you were the Subcontractor:

As a subcontractor to PRIME [*company name*], provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$xxxxx over three years. Give contact reference, name, title, phone and email.

Note: If past projects do not relate to the targeted agency's needs, ***do not*** list.

Past Performance: Example 3

As an employee of [*company name*], provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$xxxxx over three years. Give contact reference, name, title, phone and email.

Note: If a reference is not available,
do not list.

Differentiators Defined #1

- Unique features and/or benefits of a product, or aspects of a brand, that set it apart from competing products or brands.

What Makes You Different



Differentiators #2

Identify **what makes you different** from your competitors

- Location
- Training
- ISO
- Exclusives
- Relationships
- Experience

And **how this benefits** the targeted:

- Agency
- Prime
- Team



Differentiators Defined: #3 Government Contracting

- A succinct statement
- Focused on
 - Customer needs
 - Specific decision-maker
 - Upcoming contracts
- Highlights benefits
- Incorporate metrics
- Separates you from
 - Real Competition
 - Wanna-be's

Differentiators are NO



- Socioeconomic certifications
- Generic statements
- Static, never changing
- One type fits all
- “Quality” people, services, products
- “100” or xx years of experience
- “Solutions provider”
- “Best in class”, “world class”, “best of breed” or other superlatives

Sample Differentiator Questions

- Why did your biggest customer want you?
- How and why is your company the best choice for the needs of this opportunity or agency?
- What is it about your services/products that make you stand out from the rest?
- What is it about your people that give you the advantage over your competitors?
- Why are your products better solutions than the others that are available?
- Is your business located near the targeted agency?

Ideal Differentiators

- Speak EXACTLY to requirements
- Speak exactly to that decision-maker
 - CO, COTR, PM, OSDBU, SBLO
- Are benefit-focused
- Include metrics
- Are straightforward, easy to understand
- Are branded to your company
- Better to have only 2 or 3 strong differentiators than an entire list of mediocre or poor

Company Data

- Federal: DUNS & CAGE Code
- NAICS (grouped)
- DOD: PSC & FSC codes
- GSA Schedule Contract Number(s)
- BPAs and other contract numbers
- Contract Numbers
- Socio-economic certifications: WOSB, 8(a), HUB Zone, SDVOB, Small



Company Data (Cont'd)

- 1 or 2 sentence summary of highlights
 - Financial stability
 - Number of employees
 - Capacity
 - Teams
 - YOUR contact information:
 - Name
 - Email
 - Phone: office, direct
- ted on the Capability Statement, not attached as a business card

Graphic Design Elements

- Use your own branding elements
- Your logo
- Your colors
- Your style
- Your fonts
- Complement your web site, business cards
- Use up the entire page, do not think “letterhead”
- Spare the graphics: usually large file size
- Keep it in Word, save as a PDF
- Do NOT save as graphic file: tif or jpg



Tips for Success



- Tailor the Capability Statement to the target
- Use their terminology
- You will have many versions, one for each target
- Make sure the file size is small, under 1MB
- Save the PDF as
YourCompanyNameCapabilityStatement.pdf
- Follow similar format for your website
- Follow same format for capability briefings

Review & Questions

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Contact

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