

Capability Statement Explained

Think of it as a Business Resume

What is a Capabilities Statement?

A Capability Statement is a Business Resume, tailored to highlight your company's business capabilities to any business and/or government agency that would buy your services or products.

Capability Statement

Your Logo Here

TargetGovTip: This is a content & design template. Show your logo and contact information, with a specific person's name, phone, and email.

Core Competencies:

Take your Capability Statement to reflect your audience. An example first sentence is: "[Your Company] is able to help the [Target Agency or Prime Contractor] in their requirement for [specific requirements]."

Start introduction statement relating the company's core competencies to the agency's specific needs followed by keyword heavy bullet points.

TargetGov Tip:

- No long paragraphs
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, exta Word, PowerPoint, or other format

Differentiators:

Identify what makes you different from your competitors and how this benefits the targeted agency.

TargetGov Tip: Relate your key differentiators to the needs of the agency, prime, or leasing partner.

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?

Past Performance:

List past customers for whom you have done similar work. Prioritize by related agency, to all federal, to all other government to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list.

TargetGov Tip: Ideally, include specific contact information for immediate references: include name, title, email, and phone.

Company Data:

Company History:
One very brief paragraph of company description detailing pertinent facts.

TargetGovTip: Readers will visit your website for additional information. Make sure your website is constantly updated and government-focused.

List Specific Codes:

- DUNS
- Socio-economic certifications (8(a), HUB Zone, SDVOS, etc.)
- NAICS (all)
- CAGE Code
- Accept Credit and Purchase Cards
- CSA Schedule Contract Number(s)
- Other federal contract vehicles
- BFAs and other federal contract numbers
- State contract Numbers

Your address, phone numbers (voice, mobile, and fax), email, website, and other related contact information

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How Can A Capability Statement Help My Business?



This is first and foremost a **SALES TOOL**, a business resume primarily used to introduce government procurement agents or Small Business Representatives to your products or services, using NAICS Codes.

It is also useful in Business to Business (B2B) for companies looking for subcontracting opportunities to Prime Contractors.

Who Benefits From A Capability Statement?



A well-crafted Capabilities Statement is especially advantageous to veteran-owned (VOSB), service-disabled veteran owned (SDVOSB), woman-owned (WOSB) and minority owned small businesses who can get preferential treatment in government awards, IF the business is capable of handling the work and its prices are reasonable.

Who Is Your Target Audience?



The key to successful marketing is identifying the potential customer through careful market research and telling them why your company is the best choice to do the job.

Government contracting is no different! BUT you have to do your homework to find the opportunities suited to your abilities, then give the right person an easy-to-read, concise statement to help them pay attention to you!

BE REALISTIC: If they do not buy what you sell or can deliver efficiently or cost-effectively, don't waste your time knocking on those doors.

What Should You Say?

Capability Statements are as unique as the company. It should reflect your business and its specific capabilities. Customize it by highlighting the capabilities that make your company best suited for the job advertised.

Helpful Hacks:

- ▶ Stick to the facts – *Write it Right, Write it Tight, Write it Bright* (Associated Press slogan)
- ▶ Understand what your potential customers need to know to do more business with you. **Why are you the smart choice?** Price, team expertise, prior experience, equipment, location?
- ▶ Don't use company proprietary data and avoid acronyms unless you know that the reader will understand what you mean and why it's important.

Get It Together

- ▶ **REMEMBER, this is a Resume for your Business.**
 - If you've peaked the reader's interest, they will go to your website for details or contact you for more info
- ▶ Single page, front and back. Using your company letterhead is fine.
- ▶ Try 2-columns per page.
 - **Helpful Hack:** Use the Tables function in a Word document to make creating and writing in columns easier to manage.
- ▶ Edit, edit, and edit again to suit the specific work sought.
- ▶ Convert to a PDF for security and ease of distribution

Introduction: Company Narrative

▶ Remember to KISS (*Keep it simple and short*)

- Open with a description of your Company including a list of products and/or services, brief history, location if helpful, a brief statement about your management team, and any government certifications or state licenses, etc.

Helpful Hacks: The first half page should be dynamic and attention-grabbing but realistic. However, a mere statement of what you do isn't sufficient! As I often say, all Plumbers fix leaks, so don't say "we fix leaks".

If the top half of the page is worded correctly, readers will go on to your website and/or add you to their Bidders List. In the case of the federal government, the Small Business Rep or Office of Small & Disadvantaged Utilization Business (OSBDU) representative will put you on file for future opportunities.

Your Contact Information

- ▶ Official company name
- ▶ Main physical location and relevant branch locations
- ▶ Mailing address
- ▶ Telephone number
- ▶ Fax number, if you have one
- ▶ Email
- ▶ Website
- ▶ LinkedIn profile, if relevant

Core Competencies: Your Products and/or Services

- ▶ Provide a list of your products and/or services with applicable North American Industrial Classification System (NAICS) Codes for your services and products

<http://www.census.gov/eos/www/naics/>

- ▶ Be precise, concise and use bullet points
- ▶ Avoid or explain acronyms that your reader might not understand.

Key Personnel

- ▶ **Names and BRIEF biographical information on your company's key personnel.**
 - Include license numbers or certified personnel to indicate your level of specialization or training
 - Expertise that separates your company from the pack or at least makes you competitive
 - EX: Top Secret Security Clearances; bilingual staff; commercial licensing; import-export experience



Company-Specific Information

- ▶ **SBA or VA Certifications:** Veteran-owned Small Business (VOSB); Service-Disabled Veteran Owned Small Business SDVOSB); Woman-Owned or Minority Owned Small Business; HUB Zone, 8(a) Certified Small Business; etc.
- ▶ ISO 9000/9001 / LEEDS certified, etc.
- ▶ **Awards and special industry recognition**
- ▶ **Dun & Bradstreet ID (DUNS)**
- ▶ **CAGE Code, if you have one**
- ▶ **GSA Schedule, Federal or State Contract Numbers**
- ▶ **Bonds, Insurance**

Company Trading Partners

- ▶ List key distributors, suppliers, etc., IF this makes your company more credible or competitive to the buyer
 - Value-added reseller for
 - AAA rating from



Your Past Performance

- ▶ **Briefly describe your company's capabilities and work experience that is applicable to the agency's or contractor's needs or relevant to the job requirements**
 - Past performance up to three years
 - If you are a recent start-up without significant or any past performance, you can list experience or qualifications. For instance, welding qualifications or professional certifications you or your employees have that make you a viable contractor

Past Performance Client List

- ▶ **List both Your Private Sector and Government Clients**
 - Helps prospective clients understand the nature and scope of your products and services
 - Establishes your track record
 - Lends credibility – remember, contracting agents avoid risk. Make them feel comfortable in their decision to hire your company

The End Product

A written Capabilities Statement will help you articulate what your company does best and will “evolve” into your elevator speech, which will help you and your representatives become better salespeople.

- ▶ The process will help you...
 - Identify “holes” to fill in your business capabilities.
 - Prepare to use online capability forms required by some prime contactors and government agencies.
 - Create a customizable marketing tool that can evolve over time to highlight your company’s accomplishments.

When Can You Use Your Capabilities Statement?

AT ANY AND EVERY OPPORTUNITY!

- ▶ Business networking / “Meet & Greet” events
- ▶ Industry trade shows and conferences
- ▶ Government Contracting “Matchmaker” events
- ▶ Sales calls to government Small Business Reps and private sector purchasing offices

HELPFUL HACK: Post your Capability Statement of your company website.

#1 Method of Distribution: DIRECT MAIL TO THE CUSTOMER'S POINT OF CONTACT (POC)

We estimate that at least 90% of “cold call” marketing emails are deleted without opening!

- Few contracting agents are likely to (a) read emails from an unknown party, or (b) use their paper and ink to print it out.
- ▶ **Mail a paper copy directly to the point of contact:**
 - Readers will be much more likely to file it and/or pass it on to other businesses.
 - At a minimum, most recipients will add you to their Bidders List for future procurements and will keep your Capability Statement on file.
- ▶ **Use email to inform your POC about the incoming mail and include a PDF of your Capabilities Statement in that email to help them recognize it.**
- ▶ **Follow up with phone calls.**

Cover Letter to Government Small Business Representatives

- ▶ Letter can be addressed to the Small Business Representative for a specific government agency at any level (federal, state, county, local, etc.)
 - **SAMPLE WORDING:** Please allow me to introduce our business. We are a small (**insert any designations***) business with (**#**) years experience in this work. Please consider us for any current or future contract or set-aside opportunities. Our Business Capabilities Statement is attached.
- ▶ Don't forget to repeat your contact information and include your website!

* Veteran owned; Woman-owned; Minority-owned; HubZone; 8(a) certified

Cover Letter to Contract Award Winners

- ▶ Letter for contract awards published in FEDBIZOPS
 - **SAMPLE WORDING:** We noted on SAM that your company was awarded a contract on (date) for (the agency or prime contractor) to do (short description of the work awarded). We are a small (insert any designations*) business with (#) years experience in this work. Please consider us for any current or future subcontracting opportunities. Our Business Capabilities Statement is attached.
- ▶ Don't forget to repeat your contact information and include your website!

* Veteran owned; Woman-owned; Minority-owned; HubZone; 8(a) certified

Cover Letter to Companies /B2B

- ▶ Letter for companies located during SAMS or any marketing search
 - **SAMPLE WORDING:** Please allow me to introduce our business. We are a small (insert any designations*) business with (#) years experience in (your field or product line). Please consider us for any current or future subcontracting opportunities. Our Business Capabilities Statement is attached.
- ▶ Don't forget to repeat your contact information and include your website!

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GOT QUESTIONS? WE HAVE ANSWERS!



The Florida Veterans Business Outreach Center (VBOC) is a FREE business consulting and procurement resource for military veterans and spouses, funded in part by the US Small Business Administration, and serving the entire state of Florida.

For more information of how the VBOC of Florida can help you start and succeed in business, call 800-542-7232 or visit www.VBOC.org

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