Building a Capabilities Statement

Stand out in a competitive marketplace with a capabilities statement

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Learning Objectives

At the end of this session, you will be able to:

- **Identify the reasons** a strong Capabilities Statement helps you do business with federal agencies.

- **Identify the key components** of a capabilities statement.

- **Create a Capabilities Statement** that can effectively sell your company to potential clients.
Executive Summary

• Government contracting has developed into a competitive marketplace. Companies of all sizes successfully sell products and services to government agencies.

• A Capabilities Statement is a critical tool in government contracting, no matter what size company you represent.

• A Capabilities Statement tells potential clients who you are, what you do, and how you are different from your competitors.
What is a Capabilities Statement?

• Snapshot of your company

• Serves as a resume for your business

• It is a concise overview of qualifications & experience
What is a Capabilities Statement?

Capabilities statements are used to compare you with other vendors:

- Many government agencies require that a Capabilities Statement be submitted with bids.
- Similarly, prime contractors can require potential subcontractors to submit capabilities statements before doing business with them.
- Clearly shows why you are a “fit” for the customer
- Demonstrates your distinctive competencies
- Provides essential info to customers & partners
- Marketing Tool
What Else Can a CS Do?

• A Capabilities Statement's primary purpose is for marketing.

• The information in Capabilities Statements can be valuable when used in brochures, websites, and other promotional literature.

• When you add information about awards, certifications, and clients, the Capabilities Statement can:
  • Create a sense of trust.
  • Show maturity of your business.
Three Standard Types

1. A one page fold-over used to open doors and make introductions.

2. A brochure that could be a part of a Request For Proposal response.

3. A detailed presentation used for capabilities briefings.
Other Samples of Capability Statements

- Fact sheets
- Prescribed by solicitation vs. company generated marketing material
- Glossy card stock or your own stationary
- Email attachments
- Website pages
- Line card
Capabilities Statement Format

A Capabilities Statement should be:

• **Brief** (only 1 or 2 pages), to the point, and specifically related to the individual agency's needs.

• **Visually interesting** with a graphic identity similar to your company's brand and logo.

• **A searchable document** that can be easily changed and sent as a PDF file.
Capabilities Statement Contents

Required:

1. Core competencies
2. Past performance
3. Differentiators
4. Corporate data
   - Facilities or Office Locations
   - Company data
   - Contact information
   - Relevant codes
Capabilities Statement Contents

1. **Core competencies.** Introduce the company's core competencies and relate those to the customers’ specific needs.

2. **Past performance.** Describe similar work you have performed for past customers.

3. **Differentiators.** Discuss unique techniques or approaches that are part of your business.
Capabilities Statement Contents

4. Corporate data. List your business details:

- **Facilities or Office Locations.** List all significant and strategically placed office locations.

- **Company data.** Include the size of your firm, your revenue, your available resources, your insurance and bonding capacity, and the typical geographic area you serve.

- **Contact information.** Include physical address, contact person details, office telephone, office fax, email address, etc.

- **Relevant codes.** List DUNS, CAGE, NAICS, NIGP, or other codes.
1. Core Competencies

- Explain your Core Competencies and highlight your unique value proposition.

- A Core Competence is a bundle of skills and technologies that enable your firm:
  - To provide a particular benefit to your customers.
  - To create a barrier of entry for competitors.
  - To be leveraged to enter new markets.
1. Core Competencies

- To build your Core Competencies, analyze your operations and determine what part of your business can deliver exceptional results within short time frames.

- Core Competencies can be acquired from partnering or licensing. If you gain core competencies by partnering/licensing, then integrate those capabilities to create an advantage.
2. Qualifications and Credentials

• Establish how much market share you have in your given area of expertise.

• Qualifications are the unique resources that your company can deploy on engagements (people, processes, or skills).

• Credentials are examples of previous, unique, client experiences that you leverage for future projects.

• Qualifications and credentials should capture the essence of value added, and the client need fulfilled by your company.

• Include customer kudos and positive quotes regarding engagement experience or present case studies to add dimension to your capabilities statement.
3. Differentiators

• Explain how your company is unique, different, and distinct from its competitors in responding to the needs of the client.

• Explain the needs of the client, and why your firm is better positioned than others to respond to these needs.

• Talk to past clients to find what distinguished your products or services from competitors. Ask them these differentiator questions to get started:
  
  • What distinguishes your products or services from competition?

  • How does your team create an advantage over your competitors?

  • What other factors helped them pick your company over the competition?
4. Corporate Data

- **Location:** Identify the geographical locations from which your company operates. Include contact information: physical address, contact person details, office telephone, office fax, email address, etc.

- **Relevant codes:** Include your DUNS, CAGE, NAICS, NIGP, or other relevant codes.

- **Web address:** Include your website for additional information. Make sure your website is constantly updated and customer-focused.

- **Facilities, tools, or technologies:** Include your partners, enterprise architecture, computers, or any other technology that will be leveraged to support your client.

- **Financial data and firm size:** Include a range of information about your firm, including:
  - Revenue over last three periods.
  - Number of employees over three periods.
  - Typical geographic areas you serve.
Always Keep Your CS Current

• Once you have a Capabilities Statement (whether online, hardcopy, or both), make enough copies that you can readily distribute it.

• Update your Capabilities Statement regularly to include current products, services, and other corporate information.
Key Takeaways

A Capabilities Statement

- is an important element in marketing and promoting your business.
- informs your existing and potential customers about your business’ capabilities, including:
  - Who you are.
  - What you sell.
  - What core competencies you bring to the table.
- includes specific information about:
  - qualifications, credentials, & differentiators
  - products and services
  - corporate data
Sample Capability Statements
Example: Responding to a Sources Sought

Solicitation Number: N0016410RJQ31

1. Point of Contact, phone number, fax number, email address, taxpayer identification number, DUNS number and CAGE Code

2. Business Size

3. Registration/Certifications (CCR, SDB, 8(a), HUBZone, etc)

4. Provide a summary of their company's capabilities with respect to the draft specification including organization name, address, and a description of facilities and/or equipment, manufacturing processes, inspection capability, personnel, past experience, and current production capacity and related manufacturing experience.
Example…

ABC Geographers, Inc. is a geographic knowledge company. We offer both an out-of-the-box GIS solution for non specialists and we provide customized solutions to facilitate effective location-based decision-making. We understand how geography – when easily shared and integrated with visualization and analytical tools - can be a powerful mechanism to enable all levels of decision makers and project managers, whether they are in senior positions or distributed throughout an entire organization. Our products and services integrate location and time-dependent information (e.g., sales, farmer location, weather data, risk models) with an organization’s own data. This integration creates an innovative spatial/temporal decision support system for institutions and businesses working in agriculture, agribusiness, food security, natural resource management, and economic development.

The success of business and development initiatives depends on information. The quality of decisions determines impact. Both location and timeliness are critical to advisors, growers, distributors, field trial, production, food security logistics, watershed engineers, foresters, fire prediction, etc. and most especially for those in policy and regulatory affairs. ABC’s know-how and vision combine to deliver a comprehensive suite of technology that is both spatially explicit and temporally acute. This know-how ensures more efficient and more effective decisions across the information chain.

What ABC Geographers, Inc. is: We build Spatial/Temporal Information Systems (STIS) fully customizable to our client's needs and specifications. We are a knowledge company specializing in solutions for agriculture, agribusiness, natural resource management, and international development. Our off-the-shelf solution, AWhere, is rapidly becoming the standard GIS solution for non-specialists. Our clients include agri-businesses, crop insurance, international development organizations, education, politics and lobbying. We are a knowledge company - we bring experience and insight - and value - on 'why' knowing 'where' the focal point is and then 'what' to do 'when' and for 'whom'. This is the value return to our insight and innovation - our products can connect biology (field trials, production information etc. to real-time conditions and thus 'biological' outcome estimates and predictions) to 'customers' that include growers, scientists, commodity traders, food security/relief experts and politicians and policy makers. Connecting to real customer resource management (CRM) increases decisiveness (knowing where, when and who), makes efficiencies (freeing precious time), and increases effectiveness (doing things and seeing patterns and trends that you could not see before) all of which directly influence the bottom line impact of decisions - and investments. We deliver knowledge solutions through spatial and temporally specific technology.

We utilize GIS technology and we create tremendous value with it but our technology is not built for the GIS specialist. ABC builds software for everyone. Our "Distributed, Cascading, Knowledge Model™" is applied common sense. We integrate data and software and get the combination in front of a wide audience for the purpose of decision making.
### Example...

<table>
<thead>
<tr>
<th>Services</th>
<th>Customer</th>
</tr>
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<tbody>
<tr>
<td>Application Development</td>
<td>DNREC</td>
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<tr>
<td>Web Development</td>
<td>Division of Revenue</td>
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<tr>
<td>Web Maintenance</td>
<td>Dept. of Labor</td>
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<td>Database Administration</td>
<td>GIC</td>
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<td>Data Warehousing</td>
<td>Safety and Homeland Security</td>
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<tr>
<td>Software Consulting</td>
<td>Department of Justice</td>
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<tr>
<td>E-Commerce</td>
<td>UD – Division of Poultry</td>
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<td>E-Government</td>
<td>Synbiotics</td>
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<td>Custom Software Development</td>
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<td>Data Entry</td>
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<td>Re-engineering</td>
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<td>Legacy Application Migration</td>
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<td>Independent Testing &amp; Validation</td>
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**Certification:**
- VMWI is an 8(a) certified company
- Disadvantaged Business Enterprise
- (OMWBE) has certified it as a Minority Business.

It is Easy, Fast and Affordable for your Successful Business.
- E-mail your Projects
- Cost estimate
- Rapid Response.
- Satisfaction Guaranteed.
- We are only a phone call or an e-mail away.

Point of contact: Sakthi A. Vel - (302)-239-4661 or vel@velmicro.com
Example...
Example...
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