

# 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.



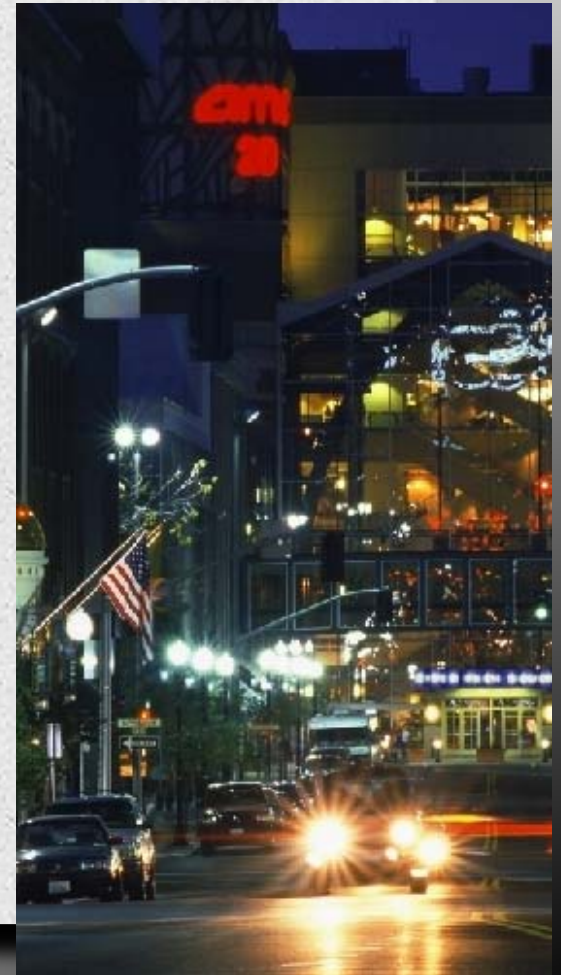
# Executive Summary

- 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.

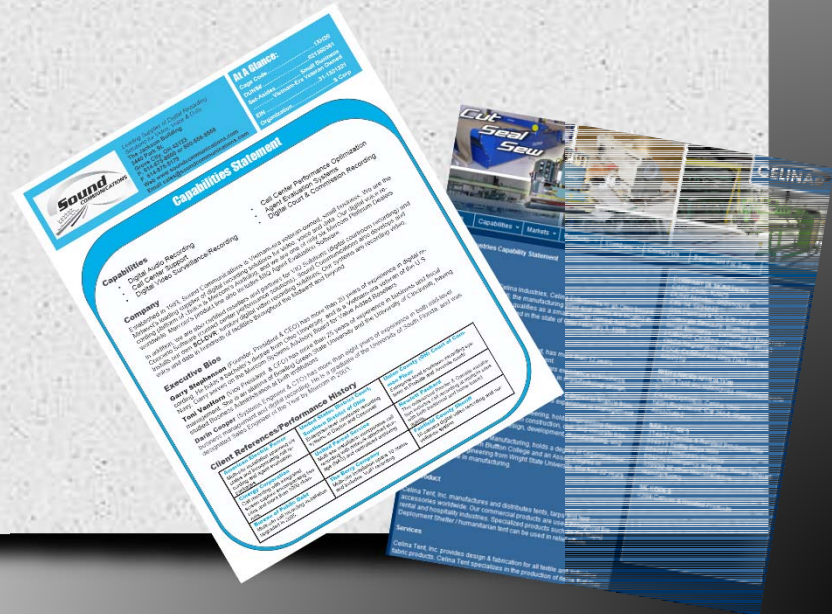
## Three Standard Types

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
- Your Dynamic Small Business Search Profile: <http://dsbs.sba.gov/>
- 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...



IT  
Vel Micro **Works**  
for you..

software development, in touch with tomorrow.

Services	Customer
Application Development Web Development Web Maintenance Database Administration Data Warehousing Software Consulting E-Commerce E-Government Custom Software Development Data Entry Re-engineering Legacy Application Migration Independent Testing & Validation	DNREC Division of Revenue Dept. of Labor GIC Safety and Homeland Security Department of Justice UD – Division of Poultry Synbiotics <b>Certification:</b> 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.**

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**Cost estimate**

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**We are only a phone call or an e-mail away.**

**Point of contact: Sakthi A. Vel - (302)-239-4661 or [vel@velmicro.com](mailto:vel@velmicro.com)**



Leading Supplier of Digital Recording  
Solutions for Video, Voice & Data  
The Jackson Building  
3440 Park St.  
Grove City, OH 43123  
P. 614-875-8500 or 800-556-8556  
F. 614-875-8179  
Web [www.soundcommunications.com](http://www.soundcommunications.com)  
Email [sales@soundcommunications.com](mailto:sales@soundcommunications.com)

#### At A Glance:

Cage Code ..... 1XH20  
DUNS# ..... 621360361  
Set-Asides ..... Small Business  
..... Vietnam-Era Veteran Owned  
EIN ..... 31-1331321  
Organization ..... S Corp

## Capabilities Statement

### Capabilities

- Digital Audio Recording
- Call Center Support
- Digital Video Surveillance/Recording
- Call Center Performance Optimization
- Agent Evaluation Systems
- Digital Court & Commission Recording

### Company

Established in 1983, Sound Communications is Vietnam-era veteran-owned, small business. We are the Midwest's leading supplier of digital recording solutions for video, voice and data. Our digital voice recording platform of choice is Mercom's Audiolog, and we are one of only six Mercom Platinum Dealers worldwide. Mercom's product line also includes MIQ Agent Evaluation Software.

In addition, we are also certified resellers and partners for VIQ Solutions (digital courtroom recording) and Concerto Software (contact center performance solutions). Sound Communications also develops and installs our own **SCI-DVR**: turnkey digital video recording solutions. Our systems are recording video, voice and data in hundreds of facilities throughout the Midwest and beyond.

### Executive Bios

**Garry Stephenson** (Founder, President & CEO) has more than 20 years of experience in digital recording. He holds a bachelor's degree from Ohio University, and is a Vietnam-era veteran of the U.S. Navy. Garry serves on the Mercom Systems Advisory Board for Value Added Resellers.

**Toni VanHorn** (Vice President & CFO) has more than 25 years of experience in business and fiscal management. She is an alumna of Bowling Green State University and the University of Cincinnati, having studied Business Administration at both institutions.

**Darin Cooper** (Systems Engineer & CTO) has more than eight years of experience in both mid-level business management and digital recording. He is a graduate of the University of South Florida, and was designated Sales Engineer of the Year by Mercom in 2003.

### Client References/Performance History

<b>American Electric Power</b> Multi-site installation spanning six states and incorporating call recording and agent evaluation packages.	<b>United States District Court, Southern District of Ohio</b> Enterprise-level courtroom recording systems in Dayton and Cincinnati	<b>Union County (OH) Court of Common Pleas</b> Enterprise-level courtroom recording systems in Probate and Juvenile courts
<b>Cinergy Corporation</b> Call recording with integrated screen capture encompassing two sites and more than 1000 channels.	<b>United Parcel Service</b> Multi-site installation incorporates call recording with network-attached storage (NAS) and centralized archiving	<b>Hewlett Packard</b> This outsourced Procter & Gamble installation includes call recording at multiple sites with both traditional and home-based agents.
<b>Bureau of Public Debt</b> Multi-site call recording installation upgraded in 2005.	<b>The Berry Company</b> Multi-site installation spans 10 states and includes VoIP recording.	<b>Fairfield County Sheriff</b> 16-camera digital video recording and surveillance system

Example...





The image shows a screenshot of the Celina Industries website. At the top, there are three images: a blue machine with 'Cut Seal Sew' text, a close-up of a sewing machine, and a large green industrial machine with the 'CELINAe' logo. Below these images is a navigation bar with links: Home, Capabilities, Markets, Products, Company, Contact Us, and Equipment For Sale. The main content area is divided into two columns. The left column contains a 'Celina Industries Capability Statement' section with a 'Company' subsection describing the company's history and location, a 'Company Principals' subsection listing five key personnel with their roles and experience, a 'Key Product' subsection describing the company's products, and a 'Services' subsection. The right column contains a 'COMPANY DESIGNATIONS' section listing various certifications and contracts, a 'NISH (JWOD) AFFILIATION' section, a 'NAICS CODES' section, and a 'SIC CODES' section.

**Celina Industries Capability Statement**

**Company**

Celina Tent, Inc. DBA Celina Industries, Celina Enterprises is an Ohio based company founded in 1996; the manufacturing plant and offices are located in Celina, Ohio. The company qualifies as a small woman owned, hub zone certified business. Incorporated in the state of Ohio February 1, 1999.

**Company Principals**

- **Janice Grieshop** - Vice-President, has more than 17 years experience in business management.
- **Jeff Grieshop** - President, has 13 years experience in business management, and 10 years experience in manufacturing design, fabrication, and assembly.
- **Randy Garman** - Director of Finance, holds a degree in finance from Wright State University and has 10 years experience in management and product development.
- **Gabe Lehman** - Director of Engineering, holds engineering degrees from the University of Toledo in construction, civil, and concrete has over 11 years of product design, development, manufacturing, and QA experience.
- **Jill Roy** - Director of Manufacturing, holds a degree in Organizational Management from Bluffton College and an Assoc. Degree in Industrial Engineering from Wright State University, she has 22 years experience in manufacturing.

**Key Product**

Celina Tent, Inc. manufactures and distributes tents, tarps and tent accessories worldwide. Our commercial products are used throughout the rental and hospitality industries. Specialized products such as the Rapid Deployment Shelter / humanitarian tent can be used in relief efforts.

**Services**

Celina Tent, Inc. provides design & fabrication for all textile and industrial fabric products. Celina Tent specializes in the production of items that may

**COMPANY DESIGNATIONS**

CAGE Code: 1U9Z5  
DUNS Number: 962650016  
EIN: 34-1894249  
GSA Contract #: GS-07F-5874P  
Corporate Structure: Woman Owned  
Small Business – Customer ID P0241287  
HUBZone Certified – Certificate #6283  
ORCA Registration: Complete  
EDGE Certified by Ohio DAS Expires 6/5/2010

**NISH (JWOD) AFFILIATION**

Celina Tent, Inc outsources component parts to  
CA INDUSTRIES, Celina, Ohio  
NISH Registered; ID# 3654; Status-Associated

**NAICS CODES**

314912 Canvas & Related Products Mills  
314911 Textile Bags Mills  
624221 Temporary Shelters  
624230 Emergency and Other Relief Services  
339999 All other Miscellaneous Manufacturing

**SIC CODES**

2394 Canvas & Related Products

Example...

# Sources and Citations

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- Small Business Administration, *Marketing to Federal Agencies and Prime Contractors*
- Hamel & Prasad, *Competing for the Future*
- Mintzberg, Ahlstrand & Lampel, *Strategy Safari*
- Shirleen Glasin, ProSidian Consulting, *Building a Capability Statement*
- Maine Small Business Development, *Capability Statement, A Resume of Your Business*
- Gloria Berthold, *How to Write a Powerful Capabilities Statement*
- SmallBiz Central, *Purpose of Capability Statement*
- Suzanne Foust, Kindred Creative Services

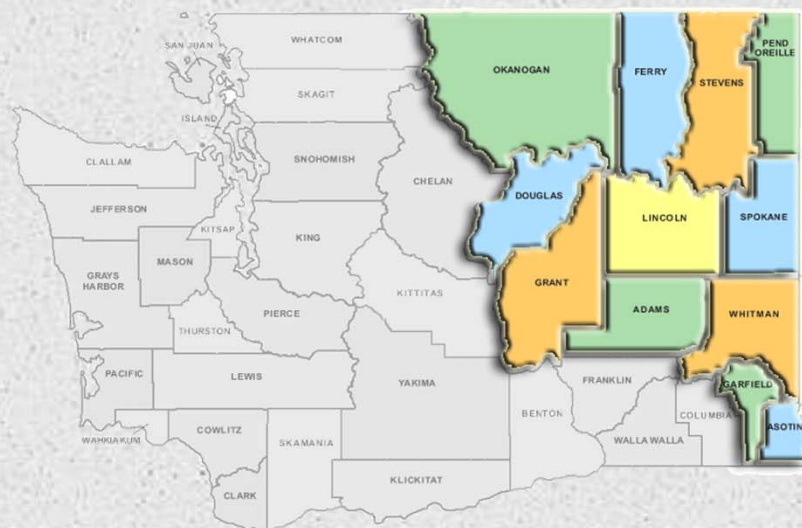


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