

WRITING WINNING CAPABILITIES STATEMENTS

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#ohiobizcareerexpo2018

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Service · Support · Solutions



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REGIONAL AIRPORT AUTHORITY

 **OHIO DEPARTMENT OF
TRANSPORTATION**
DIVISION OF OPPORTUNITY, DIVERSITY, AND INCLUSION

WHAT IS A CAPABILITY STATEMENT?

A Capability Statement- a one page document, that highlights a company's areas of expertise.

It tells potential customers who you are, what you do and what sets you apart from your competitors.

Information to include:

- Company Overview & Core competencies
- Past Performance
- Differentiators
- Corporate Data
- Contact Information, Logos, Website



WHY HAVE A CAPABILITY STATEMENT?

- **MARKETING!**
- Conversation starter
- Serves as a resume for your business
- Often requested by a government agency, small business office, prime contractor at initial meeting, or matchmaking event
- May be required as part of a Bid, Proposal, or Sources Sought
- Increase **Visibility**, Set you **Apart**



CAPABILITY STATEMENT Guide

Show your logo and contact information, with a specific person's name, phone and email.

Title this document: Capability Statement

TargetGov Tip: This is a CONTENT guide, not a design guide. Add color & graphic elements!

Use this section title: Core Competencies

Short introduction statement relating the company's core competencies to the agency's specific needs followed by key-word heavy bullet points

TargetGov Tips:

- No long paragraphs.
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency, prime or teaming opportunity
- Tailor each Capability Statement to the 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, not a Word, PowerPoint or other format
- Keep the file format small, definitely under 1MB
- Use the whole page, keep page margins small

Section Title: Past Performance

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

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

Section Title: Differentiators

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

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

COMPANY DATA

One very brief company description detailing *pertinent* data.

TargetGov Tips: Readers will visit your web site for additional information. Make sure your web site is constantly updated and government-focused. Use graphics if they help tell your story and describe your fit with the target.

List Specific Pertinent Codes and Data:

- DUNS
- CAGE Code
- NAICS (a reasonable number, fewer than 15)
- Socio-economic certifications: 8(a), HUB Zone, SDVOB, WOSB, etc.
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s) and SINs
- Other federal contract vehicles
- BPAs and other federal contract numbers
- Pertinent teaming agreements

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



CAPABILITY STATEMENT

Your Logo Here

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

Core Competencies

Tailor 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]."

Short introduction statement relating the Company's Core Competencies to the agency's specific needs followed by keyword heavy bullet points.

TargetGov Tips:

- 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, not a Word, PowerPoint or other format

Company Data

Put one very brief paragraph of company description detailing pertinent facts here.

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

List Specific Codes:

- Socio-economic certifications: 8(a), HUB Zone, SDVOB, etc.
- DUNS
- NAICS
- CAGE Code
- Accepts Credit and Purchase Cards
- GSA Schedule Contract Number(s)
- Other Federal Contract Vehicles
- BPAs and other federal contract numbers
- State and other contract numbers

Differentiators

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

TargetGov Tip: Relate your key differentiators to the needs of the agency, prime or teaming

Past Performance

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

Formatting:

Name of the Agency, Department, or Company. Contract # (if applicable), Value, Timeframe, Brief description of the work done. *Include metrics or customer benefits.* End with Contract: Name, Position/Title, Email, Phone

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

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

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COMPANY NAME

CAPABILITY STATEMENT

CAPABILITIES

Write a brief introduction of your company's core capabilities and provide a bulleted, keyword heavy list of your products and services. This should not be the full history of your company, or your mission and vision statements; rather, try to write a sentence or two that clearly articulates the products or services you provide.

- Capability 1
- Capability 2
- Capability 3
- Capability 4
- Capability 5
- Capability 6
- Capability 7
- Capability 8

DIFFERENTIATORS

The Differentiators section is your opportunity to clearly define what makes your company different from all the rest and to explain why it matters.

- Quantified example 1
- Quantified example 2
- Quantified example 3
- Quantified example 4
- Quantified example 5

PAST PERFORMANCE

Include a list of relevant projects/customers for which you have worked, as well as a very brief synopsis of the project. If possible, you should include the client's contact information, as well.

Client Name	Project	Contact Information
Client 1	Provided A and B over a period of XX years/months to address/resolve/improve X and Y.	Jane Doe, Director, 888-867-5309, jdoe@companya.com
Client 2	Developed and executed C and D utilizing H, I and J technologies.	Sally Doe, COR, 888-867-5309, sdoe@agency.gov
Client 3	Implemented this and that and continue to provide ongoing support and maintenance.	John Doe, CTO, 888-867-5309, jdoe@companyd.com

COMPANY DATA

- License Numbers
- Federal ID (TIN or EIN)
- Socio-economic certifications: 8(a), HUB Zone, SDVOB, MBE, etc.
- Industry Certifications: ISO, CMMI, etc.
- Relevant Codes (Just the numbers, not the description): NAICS, SIC, UNSPSC, CAGE, HIS, etc.
- GSA Schedule Contract Number
- Contract Vehicles
- Contract Numbers

Contact Name
Title
Phone:
Mobile:
Email:

www.yoururl.com

Corporate Office
Address 1
Address 2
City, State Zip



FORMAT



“Google” for Examples-
this can be a bit subjective

- Brevity is key!
 - **One page**, to the point (if need 2-front/back)
 - Use bullets, headers, columns for sections
 - Keep it **simple and clean**
 - Tailor different versions for targeted agencies
- Visually Interesting
 - Use graphics and **color**
 - Company brand and logo
 - Include words- **“Capability Statement”**
 - Use nice paper
- Searchable Document
 - **Easy to read** Have others **proofread**
 - Convert to PDF for email



CONTENT – CORE COMPETENCY

- Create a short introductory statement: “*Capability Narrative*” (2-3 sentences)
 - Identify what your company does best (not everything)
 - Include the skills or technologies that set your company apart
 - Identify what you can deliver with exceptional results
 - May include your mission statement
- Follow with specifics
 - Use bullets to highlight key skills, products etc.
 - Keep it short and to the point- use phrases



Introductory Statement - *Examples*

- ❖ **Technology Innovation Systems (TIS)** is an innovation driven IT firm providing focused solutions in two major mission critical support areas: Integrated eBusiness Solutions (IeBS) and Audio Visual/Information Technology (AV/IT) Solutions and Services. TIS provides this support to Federal Government customers in classified and non-classified environments in both CONUS and OCONUS locations.
- ❖ **Janz Corporation** The Janz Corporation, founded in 1999, is a Service Disabled Veteran Owned Small Business (SDVOSB) that represents and supports a broad range of medical products and services to the federal and military healthcare market. Janz is a full solution provider of pre-hospital and hospital products, supplies and services. Janz's range of products covers all care echelons, from the battlefield to the bedside.



Core Competencies - *Examples*

- Strategic organizational IT Consulting
- Managed Services
- Design/Build
- Landscaping
- Generators
- Backup power supply
- General construction
- HVAC
- Lighting: sales and installation
- Wetland and stream mitigation
- Web design



CONTENT – PAST PERFORMANCE

- List previous customers/clients
Prime or Sub
- OK to include both commercial and government work
- *Provide contact information (use this more with targeted agency Capability Statement)*
 - *Name, title, phone, email*
 - *Make sure the contact is still there!*
- Very brief description of work to include Scope, POP- Don't use complete sentences
- Prioritize past performance list
- Include only relevant work if targeting specific agency



CONTENT – DIFFERENTIATORS

Identify what sets you apart – how is your company different from competitors?

- Examples:
 - Unique or a wide range of equipment
 - Production capacity
 - Quality assurance program
 - Industry certifications, awards
 - State of the art technology
 - Green initiatives
 - Geographic coverage
 - Training/education



CONTENT – CORPORATE DATA*

- Very brief company history (optional)
- Size of firm, Annual Revenue (optional)
- Number of employees (optional)
- Geographic area served (if applicable)
- Bonding Capacity
- Accept credit and purchase cards
- Contract vehicles: i.e. GSA Schedule #
- Contact information
- Company name, Contact person, address, phone, email address, and [website](#)

*Order of these can vary



CONTENT – CORPORATE DATA

- DUNS number- 123456789
- CAGE Code- AJ65V
- NAICS Codes (Federal):
Include description word(s)
561730- Landscaping
- UNSPSC (State)
72102902- Landscaping
- Socio-economic Certifications: 8(a), HUB
Zone, SDVOB, VOSB, WOSB, EDWOSB-
Federal
- Socio-economic Certifications: WBE,
MBE, EDGE, DBE, SBE- State and/or
Local



USING YOUR CAPABILITY STATEMENT

It's all about Marketing!

- Networking events: matchmaking, industry day, small business office
 - Leave the catalogs, bulky folders, etc. for follow up
 - Know your targets – customize to fit the needs of the agency
 - Research the agency needs (their website) before event - customize
 - Print on nice paper
 - Take plenty of extras!
 - *Follow up!!*



USING YOUR CAPABILITY STATEMENT

*Email Marketing: small business specialist,
program manager, buyer*

- Brief introductory email and attach Capability Statement
- NO mass emails
- Always address email to specific person
 - NO “Dear Contracting Professional”
- Make sure is in PDF format
- Keep the file small





Questions



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