

Writing a Winning Capability Statement

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What is a Capability Statement?

A Capability Statement is 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:

- Core competencies
- Past Performance
- Corporate Data
- Contact Information

Why have a Capability Statement?

- **MARKETING!**
- Serves as a resume for your business
- Often requested by a government agency or prime contractor at initial meeting
- May be required as part of a bid or proposal
- Usually required in Sources Sought submission
- Will set you apart from the competition

The Basics

- Capability Statement – requires serious attention
 - Can be your first impression with government/primes
- Biggest mistakes I regularly see
 - Poor language skills
 - Past Performance omits key details, dates, contract numbers, \$\$\$ value, customer name/e-mail address/phone number, description of work
 - Too many core capabilities
 - Generic differentiators
 - Bland document, puts reader to sleep
 - Not current
- Government/primes may decide whether to talk with you after a 45 second review of your capability statement – make it count!



Format



- Brevity is key!
 - One page, to the point
 - Use bullets
 - Keep it simple and clean
 - Create several – each designed to specific markets
- Visually Interesting
 - Use graphics and color (within reason!)
 - Include company brand and logo
 - Print on quality paper when attending events
- Easy to read
 - Use dividers
 - Convert to PDF for email and with a descriptive file name



Content – Core Competency

- Create a short introductory statement
 - Identify what your company does best
 - Include the skills or technologies that set your company apart
 - Identify what you can deliver with exceptional results
 - May include your mission statement
- Audience specific information
 - Short introduction statement mentioning the agency
 - Ex: *ABC Company provides the products DHS requires to meet its PPE needs.*
 - Relate the company's core competencies to the agency's specific needs

Content – Past Performance

- List previous and current customers
- Include both commercial, government and subcontracting work
- Provide contact information
 - Name, title, phone, email
 - Make sure the contact is still there!
- *Very* brief description of work including
 - Time frame
 - Dollar value
- Prioritize past performance list

Content – Past Performance

Audience Specific Information

- Show the benefit to the agency
- List past customers for whom similar work was performed.
 - Prioritize by:
 - Internal to that agency
 - Related agency
 - Other government entities:
 - Federal, state, local
 - Commercial contracts
- Be Brief! This is NOT a dissertation!

Content - Differentiators

Identify what sets you apart from the pack – how is your company distinct from competitors

Examples:

- Unique features or benefits of a product or service
- Production capacity
- Quality assurance program
- Industry certifications
- Awards and Accolades
- State of the art technology
- Green initiatives
- Geographic coverage
- Training/education

Content - Differentiators

Audience Specific Information

- Focus on
 - Agency needs – address specifics
 - Upcoming contracts
 - Highlight specific benefits
 - Incorporate relevant metrics
 - Offer a solution

What Differentiators are **NOT**

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

Differentiators – Don't Use!

- Our plan is perfect, beautiful, cutting edge.
 - Boasting lessens credibility
- We are focused, dedicated, trustworthy.
 - These are vague statements and provide little value
- Don't use extra words
 - Along the lines of like or similar
 - In the neighborhood of about
- Unnecessary qualifiers
 - Needless to say, always, certainly, relatively
- Needlessly long words
 - Irregardless regardless
 - Utilization use

Content – Company Data

- Federal: UEI & CAGE Code
- NAICS, PSC & FSC codes
- GSA Schedule Contract Number(s)
- BPAs or other contract numbers
- Socio-economic certifications: SB, WOSB, 8(a), HUB Zone, SDVOB
- Number of employees, capacity
- Accept credit cards
- Contact information: name, email, phone, website

Websites

- NAICS for services/products offered
 - www.census.gov/naics
- UNSPSC for state government
 - www.unspsc.org/
- CAGE Code and Unique Entity Identifier
 - www.sam.gov
- Socio-economic Certifications: WBE, MBE, EDGE, DBE
- 8(a), HUB Zone, SDVOB, WOSB
- GSA Schedule Contract Number(s)

How to use your capability statement

Email Marketing

- 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
- Agency and Prime Contractor websites
- Small Business Office, Doing Business with Us, OSDBU, etc

Look for events

- Vendor Days
- Networking Opportunities
- Match Maker Events

Marketing Mistakes

- Missing individual contact person information on capability statement
- Generic folder with inserts, catalogs, slide decks
- No clear understanding of the agency mission, needs, contracting requirements, vehicles used
- Asking a buyer what the agency buys - Homework not completed
- Sharing stories of woe
- Expecting instant results
- Trying to market to everyone

In Conclusion

- Identify your audience and plan accordingly
 - Spell check
 - Do your homework!
 - ***Be Prepared!!!***
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- Contact your PTAC for help and templates!

Questions?



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