



Building a Capability Statement Presented by Nancy Brown



What is a Capability Statement?

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- A Capabilities Statement is a snapshot of your company that serves as a resume for your business.
- 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.
- Three standard types of capabilities statements are:
- A one page fold-over used to open doors and make introductions.
- A brochure that could be a part of a Request For Proposal response.
- A detailed presentation used for capabilities briefings

Capabilities Statement Contents

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Include the following information in your Capabilities Statement:

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

- Section title: **CORE COMPETENCIES**
- Short introduction statement mentioning the target
 - Ex: ABC Company provides the services [agency] requires to meet its mission of _____ by providing _____.*
- Relate your company's core competencies to the target's specific needs
- Followed by **key-word heavy** bullet points
 - 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.

Past Performance

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- Section title: **PAST PERFORMANCE**
- List past customers for whom you have done similar work. Prioritize by:
 1. Internal to that agency
 2. Related agency
 3. Other government entities: federal, state, local
 4. Commercial contracts
- Show the benefit to the customer
- Include customer kudos and positive quotes regarding engagement experience or present case studies to add dimension to your capabilities statement.

Past Performance: Example 1

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If you were the **Prime**:

[*Customer Name*]: Provided x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$xxx,xxx over three years. Name contract vehicle & amount. Give contact reference, name, title, phone and email.

Note: If past projects do not relate to the targeted agency's needs, **do not** list.

Past Performance: Example 2

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If you were the Subcontractor:

As a subcontractor to PRIME [*company name*], provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$xxxxx over three years. Give contact reference, name, title, phone and email.

Note: If past projects do not relate to the targeted agency's needs, **do not** list.

Differentiators

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- Explain why the government should do business with you.
- Explain how you are unique, distinct from competitors, serve better, etc.
- Include real metrics.
- Better to have only 2 or 3 strong differentiators than an entire list of mediocre or poor
- Do not use jargon like
- “Quality” people, services, products
- “Solutions provider”
- “Best in class”, “world class”, “best of breed” or other superlatives
- Do not use your socio-economic status
- Do include any awards you’ve earned through the years

Differentiators – Ask yourself the following:

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- Why did your biggest customer want to buy from 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?
- What is it about your people that give you the advantage over your competitors?
- Why are your products better solutions than the others that are available?
- Is your business located near the targeted agency?
- How is your many years of experience distinguishes you from the rest?

Company Data

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- Federal: DUNS & CAGE Code
- NAICS (grouped)
- DOD: PSC & FSC codes
- GSA Schedule Contract Number(s)
- BPAs and other contract numbers
- Contract Numbers
- Socio-economic certifications: WOSB, 8(a), HUB Zone, SDVOB, Small
- 1 or 2 sentence summary of highlights:
 - Financial stability, revenue in the last 3 periods
 - Number of employees
 - Capacity, typical areas you serve
- POC contact information:
 - Name
 - Email
 - Phone: office, direct

- Use your own branding elements
- Your logo
- Your colors
- Your style
- Your fonts
- Complement your web site, business cards
- Use up the entire page, do not think “letterhead”
- Spare the graphics: usually large file size
- Keep it in Word, save as a PDF

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.

Questions?

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