

Capability Statement

Think of it as a Business Resume



What is a Capabilities Statement?

- 1 page
- Snap shot of your company
- Highlights your companies unique features

Why have a Capability Statement?

- ▶ Introduction to your business
 - ▶ Some agencies require a capability statement.
 - ▶ Client needs to be able to see what you do at a glance
 - ▶ Target to your audience
 - ▶ Not exclusive to government contracting
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Who is your Target Audience

- ▶ Current customers looking for additional sales
 - ▶ Potential customers you wish to add
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Matchmaker Event

- ▶ Meet new customers
 - ▶ Promote your business to as many agencies as possible within a very short period of time
 - ▶ Great tool to get your foot in the door
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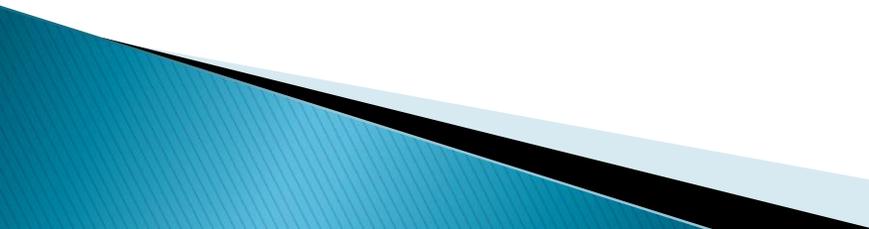
When Can you use your Capabilities Statement?

- ▶ Networking events
 - ▶ Sales calls
 - ▶ Matchmaker Events
 - ▶ Meet and Greet
 - ▶ Post your Capability Statement of your Company website
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How can a Capability Statement Help My Business?

- ▶ B 2 B
 - ▶ Looking for sub-contracting opportunities
 - ▶ Marketing to Government agencies
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What should you say?

- ▶ Stick to the facts – *Write it Right, Write it Tight, Write it Bright* (Associated Press Slogan)
 - ▶ Understand what your existing customers need to know to do more business with you
 - ▶ What do potential customers need to know to become customers?
 - ▶ Capability Statements are as unique as the company
 - ▶ Your Capability Statement should reflect your business and specific capabilities
 - ▶ Don't use company proprietary data
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Company Narrative

- ▶ Provide a narrative description of you
 - ▶ Company including:
 - A brief History
 - A list of Products and or Services
 - KISS (Keep it simple, short)
 - Minimize acronym use
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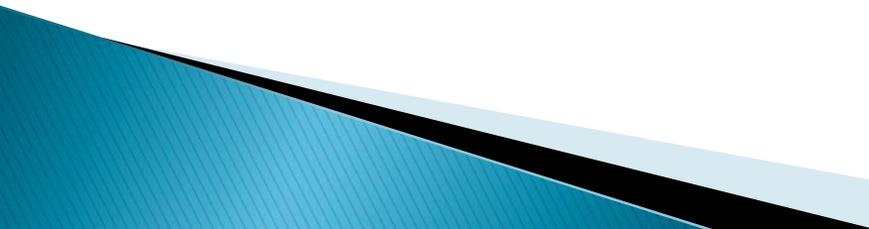
Content

- ▶ Key Personnel
 - Names and BRIEF biographical information on your company's key personnel
 - You may want to include numbers of licensed personnel, certified personnel
 - DO NOT include proprietary information or processes!

Company Contact Information

- ▶ Main physical location
 - ▶ Mailing address
 - ▶ Telephone number
 - ▶ Fax number
 - ▶ Email
 - ▶ Website
 - ▶ Branch locations
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Company Specific Pertinent Information

- ▶ DUNS Number
 - ▶ CAGE Code
 - ▶ ISO 9000/9001
 - ▶ Awards and special industry recognition
 - ▶ SBA Hub–Zone Certified Small Business
 - ▶ Veteran owned Small Business
 - ▶ Service Disabled Veteran Owned Small Business (SDVOSB)
 - ▶ Woman Owned Small Business Certified (SBA)
 - ▶ 8(a) Certified Small Business
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Products and or Services

- ▶ Provide a list of the Products and or Services your company offers
 - ▶ Applicable North American Industrial Classification System (NAICS Code)
 - ▶ Use Bullet Points and be Precise and Concise Language
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Company Trading Partners

- ▶ Distributors
 - ▶ Dealers
 - ▶ Suppliers
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Past Performance

- ▶ If you have recent past performance, list it for up to the past three years
- ▶ If you are a recent start-up, without significant or any past performance, you can list experience or qualifications, for instance welding qualifications or professional certifications you or your employees have that are relevant to your company's capabilities

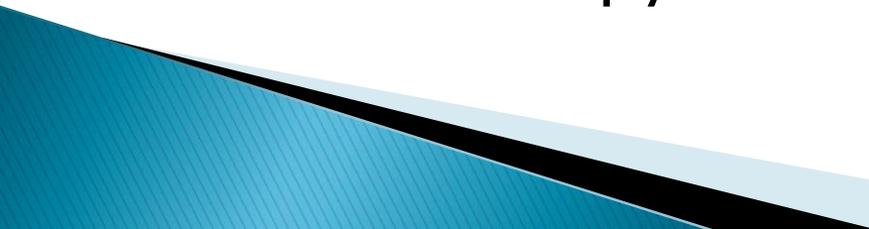
Consider Including A Client List

- ▶ List both Your Government and Private Clients
 - Helps prospective clients understand the nature and scope of your products and services
 - Establishes your track record

Additional Selling Points

- ▶ Make sure that you include any other information that will help you sell your business to the targeted customer
 - Staff certifications/licenses
 - Company bonding
 - Unique capabilities
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Get It Together

- ▶ Think of it as a resume for your Business
 - ▶ One page, front and back
 - ▶ Try 2-columns per page
 - ▶ Use a program you have – Word or Publisher are fine use good quality paper – your company letterhead is fine
 - ▶ Edit, Edit, Edit again
 - ▶ Convert to a pdf for security and ease of distribution
 - ▶ Original Signatures
 - ▶ Use Hard Copy and U S Mail (NOT Email)
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The End Product

- ▶ A great marketing tool for your Business
 - ▶ A clear understanding of your Business – which will help you be a better salesperson
 - ▶ The process will help you identify “holes” to fill in your business capabilities
 - ▶ A written capabilities statement will help you articulate what your company does best and will “evolve” into your elevator speech helps you fill-in on-line capability forms required by some Prime Contactors and Government Agencies
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Methods of Distribution

- ▶ Hard Copy –at minimum most recipients will add you to their bidders list for future procurements and will keep your capability statement on file.
 - Networking Events
 - Sales Calls
 - Matchmakers
 - Meet and Greet
 - Conferences
 - Post on your website
 - Submit on-line
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Methods of Distribution II

- ▶ No one reads emails from an unknown party
- ▶ You are asking reader to print using their paper and ink and most likely will be deleted without opening
- ▶ BUT a hard copy will sit in an in box and will be presented at future meetings and filed in the meantime, we estimate that at least 90% of marketing emails are deleted without opening

Cover Letters

- ▶ Letter for awards located in FEDBIZOPS
- ▶ We noted in FEDBIZOPS dated _____, that you were awarded contract _____, to _____ . Please consider us for any current or future subcontracting opportunities. Our Business Capabilities Statement is attached.
- ▶ Letter for companies located during SAMS search
- ▶ Please allow me to introduce our business and consider us for any current or future subcontracting opportunities. Our Business Capabilities Statement is attached.

Cover Letters II

Letter for companies located during SAMS search

- ▶ Please allow me to introduce our business and consider us for any current or future subcontracting opportunities. Our Business Capabilities Statement is attached.

Cover Letters III

Letter to Government Small Business Representatives

- ▶ Please allow me to introduce our business and consider us for any current or future contract/Set-Aside opportunities. Our Business Capabilities Statement is attached.

Thank you and Good Luck

- ▶ Brent Peacock bpeacock@vboc.org
- ▶ John Miller jmiller@vboc.org
- ▶ Jim Riley jriley2@vboc.org

- ▶ 800-542-7232

