



How to Write a Compelling Capabilities Statement

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Agenda

- Why have a Capability Statement
- Types of Capability Statements
- What IS a Capability Statement
- 5 Key Elements of a Capability Statement
- Capability Statement Format





Why have a capability statement?



- Your Capability Statement is probably the most important document you should have to help tell your story to your government and industry contacts.
- You will have at least 2-3 capability statements depending on who your target market is.



Types of Capability Statements

Capability Statement Types

Door-Opener/Generic

Federal or State/Local

- Tailored one for each customer or opportunity
- Mandated Market Research

Primes

- Corporations
- Private

Sources Sought or RFP Response

- Exact specifications to meet contract requirements

(Your website should have your “CAPABILITY STATEMENT” downloadable)

A grayscale photograph of a woman with long dark hair, seen in profile from the side, sitting at a desk and working on a laptop. She is looking out a large window that fills the background with bright, out-of-focus light. The overall mood is professional and focused.

What is a capability statement?

A capability statement is:

- Your company “business card” and marketing brochure
- Your talking points for every meeting
- A door-opener to start a discussion
- A snapshot overview of your company and its service
- Your “leave behind” or “follow up” document



5 Key Elements

5 Key Elements

- Capability Statement Title / Professional Appearance
- Core Competencies
- Past Performance
- Differentiators
- Company Data



A blurred background image of a business meeting. Several people are seated around a table, looking at documents and laptops. The scene is brightly lit, suggesting an office environment. The text is overlaid on this background.

Capability Statement Format

Capability Statement

- Call it a Capability Statement
- Branding is critical
 - Header: Logo, not too large or small
- Concise/One page
- Potential Customers
- A Capability Statement can be used to describe a specific document or a detailed set of information that may be requested or required during the marketing process or research process for Federal agencies, including marketing key points to primes, state/local governments, and commercial sectors.

- Section title: Core Competencies
- Focus on the agency's/Primes requirements
- Short introduction statement mentioning the agency
 - *(Ex: ABC Company provides the services HHS requires to meet its mission of.)*
- Firm's solid expertise
- Relate the company's core competencies to the agency's/Prime's specific needs
- Bullet Format

Core Competencies

Past Performance

- Section title: Past Performance
- Show benefit to your customer - customize
- List past customers and projects for whom similar work was performed - Prioritize:
 - Internal to that agency
 - Related agency
 - Other government entities:
- Federal, state, local
 - Commercial contracts
 - Private

Differentiators

- Unique features and/or benefits of a product/service that set it apart from competing products/brands/services
- Identify what separates you from your competitor
- If your competitors can say they have the same capability, it is not a differentiator for you
- What makes your company different?
 - Location
 - Training
 - Exclusives
 - Relationships
 - Experience
- How this benefit your target customer
 - Agency
 - Prime
 - Team

Differentiators are NOT

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

Sample Differentiator Questions

- Why did your biggest customer want 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 agency?

Company Data



- Company Name
- Contact Name – preferably the CEO/President or VP of Business Development
- Physical address
- Business phone
- Email address & Website
- Business Codes
 - DUNS, CAGE, NAICS, PSC, FSC
 - Socio-economic certifications
- GSA Schedule Contract Number(s)

Format

- One page is ideal (only one side)
- Maximum: two sides of one piece of paper
- Create in Word, Publisher, CANVA, save as a searchable PDF
- Do NOT save as graphic file: tif or jpg
- Small file size, under 1MB
- Follow same 5 section format for capability briefings
- PDF should be named as:
 - *CompanyNameCapabilityStatement.pdf*



Capability Statement

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, 868-867-5309, 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

Core Competency
“Capability Narrative”

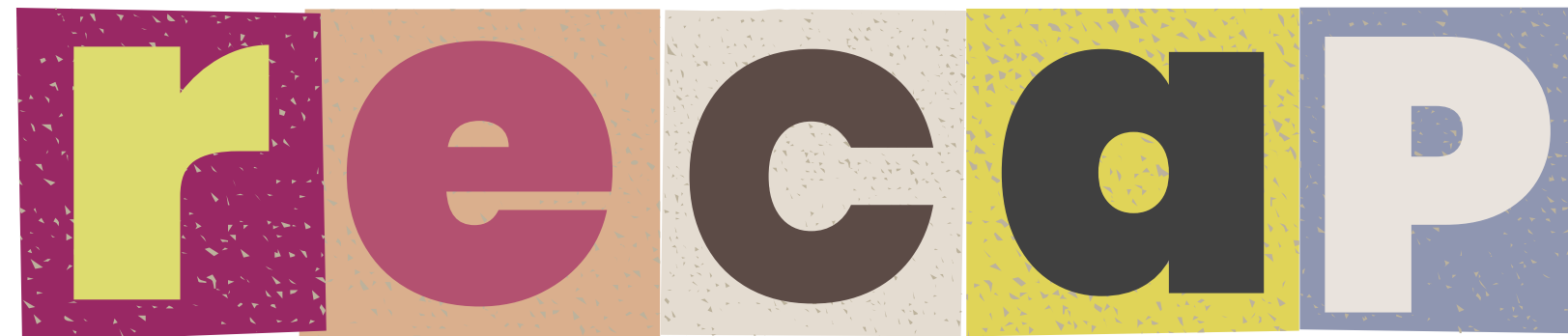
Differentiators
“Identify what sets you apart – how is your company different from competitors?”

Company Data

Past Performance

Review

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About Arizona PTAC



Serving Small Business Communities Statewide

PTAC works with small business owners to help them realize the opportunities in government contracting.

We do this by providing confidential, NO COST, One-On-One counseling to small businesses throughout the State of Arizona.

www.AZPTAC.com

Services We Offer:

- Assistance with SAM registration and government certifications such as 8(a), Historically Underutilized Business Zone (HUBZone), Veteran-Owned (CVE), Service Disabled Owned (SDVOB), and Women-Owned (WOSB)/Economic Disadvantaged (EDWOSB).
- Bid matching service
- Review Capability Statements
- Market research.
- GSA Schedules
- Identify Mentor-Protege, teaming, and subcontracting opportunities
- Post-award management
- Assist with state and local contracts

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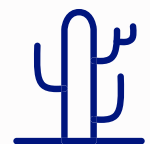
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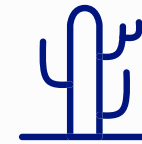
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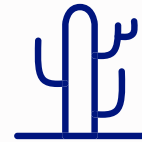


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Q & A



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Thank you!