Sponsors

bwtech@UMBC

- A location for established companies to expand their business, network and find talent
- A location for start-up companies to grow
- A place for visiting companies to network with other like-minded businesses

Contact: 443-543-5047

TargetGov provides national support for federal government procurement related business development and marketing services including sales, marketing, proposal development and management, contract administration, socio-economic and minority certification services, contract development, and related services. Contact: 443-543-5067
Class Schedule

8:00 Breakfast and networking
8:30 Class begins
10:15 Break
12:00 Working lunch
2:30 Break
4:00 Class ends
Gloria Larkin

• President, TargetGov, and creator of Government Contracting Institute
• Nationally recognized federal contracting business development expert
• Clients have won billions in federal contracts
• Quoted in Wall Street Journal, Washington Post, INC Magazine, Bloomberg
• Educational Foundation Board Vice-Chair for WIPP

Team Members:
• Ben Souder
• Lisa Schuster

(443) 543-5067
GloriaLarkin@TargetGov.com
www.TargetGov.com
Types of Capability Statements

• Door-opener
  – Used to begin relationship-building process
  – Obtain decision-maker meeting
  – Tool to use during meetings

• Requested as part of a Sources Sought or RFI response

• Required in a RFP response
First Impressions Are Critical

• Be professional
  – Ex: email, web site, typos
  – No clip art, stock graphics

• Know your niche!

• Do not try to be all things

• Lead with your expertise

• Prove it!

• Mitigate risk
Where to Use a Capability Statement

**Person to Person**
- Conferences
- Vendor outreach sessions
- Agency and base events
- Matchmaking
- Associations, social events

**Referral**
- From decision-makers

**Virtual**
- Email, web site, blog, LinkedIn
## Identifying Targets

<table>
<thead>
<tr>
<th>Your Company</th>
<th>Possible Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>You as a Prime contractor</td>
<td>AGENCY</td>
</tr>
<tr>
<td>You as a Subcontractor</td>
<td>PRIMES</td>
</tr>
<tr>
<td>You as a Team member</td>
<td>Other VENDORS</td>
</tr>
</tbody>
</table>
Layers of Decision-Makers

Small business representatives
• OSDBU, SADBU, SBLO

Contracting and acquisition staff
• CO, KO

Program and technical managers
• PM, COTR, end-user
A Poor Capability Statement

• Slams doors on you
• Highlights your weaknesses
• Proves that you are not competent
• Highlights the risk to hire you
• Proves you don’t have a clue

...and you DO NOT understand the customer
...or the market!
5 Key Elements

1. Call it a Capability Statement
2. Core Competencies
3. Past Performance
4. Differentiators
5. Company Data
“Capability Statement” as Title

• Call it what it is!
• First words are “Capability Statement”
• Then your logo
• Then your contact info
• A mini business card across the top of the document

Capability Statement

Core Competencies

HUBZone

GSA
Core Competencies

• Section title: CORE COMPETENCIES
• Laser-focused on the target!
• 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
Past Performance

• 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
• This is NOT a resume!
Past Performance: Example 1

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

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 $xxxxxx 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.
Past Performance: Example 3

If you were an employee:
As an employee of [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 a reference is not available, do not list.
Differentiators Defined #1

Unique features and/or benefits of a product, or aspects of a brand, that set it apart from competing products or brands.
Differentiators #2

Identify **what makes you different** from your competitors

- Location
- Training
- ISO
- Exclusives
- Relationships
- Experience

And **how this benefits** the targeted:

- Agency
- Prime
- Team
Differentiators Defined: #3 Government Contracting

• A succinct statement
• Focused on
  – Customer needs
  – Specific decision-maker
  – Upcoming contracts
• Highlights benefits
• Incorporate metrics
• Separates you from
  – Real Competition
  – Wanna-be’s
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 targeted agency?
Ideal Differentiators

• Speak EXACTLY to requirements
• Speak exactly to that decision-maker
  – CO, COTR, PM, OSDBU, SBLO
• Are benefit-focused
• Include metrics
• Are straightforward, easy to understand
• Are branded to your company
• Better to have only 2 or 3 strong differentiators than an entire list of mediocre or poor
Company Data

- 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
Company Data (Cont’d)

• 1 or 2 sentence summary of highlights
• Financial stability
• Number of employees
• Capacity
• Teams
• YOUR contact information:
  – Name
  – Email
  – Phone: office, direct
  – Printed on the Capability Statement, not attached as a business card
Graphic Design Elements

• 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
• Do NOT save as graphic file: tif or jpg
Tips for Success

• Tailor the Capability Statement to the target
• Use their terminology
• You will have many versions, one for each target
• Make sure the file size is small, under 1MB
• Save the PDF as
  YourCompanyNameCapabilityStatement.pdf
• Follow similar format for your website
• Follow same format for capability briefings
Review & Questions

- First impressions are critical
- Accurate representation
- Easily understood
- Capture the interest of agency contracting personnel
- Capture the interest of prime contractors.
- Tricks to target your capability statements to a specific audience
- Key elements you must include
- Common mistakes
- Omissions that cripple