



Crafting a Compelling Capability Statement



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- Leads a team of consultants and analysts that provide government procurement, related business development, marketing tools and tactics, capability statements, and marketing consulting
- Federal Acceleration Strategies and Tactics (*FAST*[®]) Process, KickStart Program[®] and Hand It Over to Us[™]
- Clients have won \$8+ billion federal contracts
- TargetGov invented the federal capability statement
- TargetGov celebrates its 25th anniversary in 2022
- Contact: FAST@targetgov.com 866-579-1346x 325

Agenda

- Types of Capability Statements
- First impressions
- Where To Use
- Identifying Targets
- A Poor Capability Statement
- TargetGov Rule of Three™
- Five Sections
- Graphic Design
- Tips For Success

Book give-away!



To enter send email to questions@targetgov.com

Capability Statements are Different from Other Marketing Documents



Types of Capability Statements

1. **Door-opener**, used to begin relationship-building process
 - Obtain decision-maker meeting
 - Tool to use during meetings
2. Requested as part of a **Sources Sought or RFI response** in federal space



First Impressions Are Critical

- Be professional
 - Ex: email, web site, typos
 - No clip art, stock graphics
- Do not try to be all things
- Know your niche market!
- Lead with your expertise, not your socio-economic status
- Prove it!
- Mitigate risk



Where to Use a Capability Statement

Person to Person (virtual too)

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

Referral

From decision-makers

Virtual

Email

Identifying Targets for Your Capability Statement



Your Company

You as a Prime contractor →

You as a Subcontractor →

You as a Team member →

Possible Target

GOVERNMENT

PRIMES

Other VENDORS

A Poor Capability Statement

- Locks you out
- 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!



How often does your company customize its capability statement?

- a) Never, we have a great general one
- b) We have one per agency/company we target
- c) We modify every single capability statement depending on the opportunities



Let's Start!

How can you distinguish yourself?



TargetGov Rule of Three™

- Never reach out to any decision-makers for a meeting until you have identified at least three solid opportunities to discuss
 - This includes all targets! Agencies, Primes, Teaming Partners, Subs
- You have identified at least three solid opportunities to discuss
- Be prepared, no matter with whom you are meeting, to discuss at least 3 upcoming opportunities
- For federal business, use: Forecast, sources sought, recompetes, SAM.gov, EZGovOpps, USASpending, other data resources

Five Section Titles

1. Capability Statement
2. Core Competencies
3. Past Performance
4. Differentiators
5. Company Data

Your Logo Here

Capability Statement

TargetGovTip: This is a content & design template. Show your logo and contact information, with a specific person's name, phone, and email.

Core Competencies:

Tailor your Capability Statement to reflect your audience. An example first sentence is: "[Your Company] is able to help the [Target Agency or Prime Contractor] in their requirement for [specific requirements]."

Short introduction statement relating the company's core competencies to the agency's specific needs followed by keyword heavy bullet points.

TargetGov Tip:

- No long paragraphs
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint, or other format

Differentiators:

Identify what makes you different from your competitors and how this benefits the targeted agency.

TargetGov Tip: Relate your key differentiators to the needs of the agency, prime, or teaming partner.

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?

Past Performance:

List past customers for whom you have done similar work. Prioritize by related agency, to all federal to all other government to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list.

TargetGov Tip: Ideally, include specific contact information for immediate references. Include name, title, email, and phone.

Company Data:

Company History
One very brief paragraph of company description detailing pertinent facts.

TargetGovTip: Readers will visit your website for additional information. Make sure your website is constantly updated and government-focused.

List Specific Codes:

- DUNS
- Socio-economic certifications: 8(a), HUB Zone, SDVDB, etc.
- NAICS (all)
- CAGE Code
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s)
- Other federal contract vehicles
- BPAs and other federal contract numbers
- State contract Numbers

Your address, phone numbers (voice, mobile, and fax), email, website, and other related contact information

1. “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**



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2. Core Competencies

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



3. Past Performance

- Section title: PAST PERFORMANCE
- List past customers for whom you have done similar work. Prioritize by:
 - Internal to that target
 - Similar target
 - Other government entities: federal, state, local
 - Commercial or consumer contracts
- Show the benefit to the customer
- This is NOT a resume!



What information do you include in your past performance examples?

- a) Your customer's name
- b) Your customer's name and contract details (contract #, value, etc.)
- c) Your customer's name, contract details, and a reference point of contact
- d) Your customer's name, contract details, added benefits to the customer, and a reference point of contact



Past Performance: Example 1

If you were the **Prime**:

[**Customer Name**]: Date from-to; Name of contract, or vehicle, & dollar amount.

Describe what you provided: Provided x-y-z services to enable the effective use of a-b-c thereby [reducing costs by \$xxx,xxx over three years.] Give contact reference, name, title, phone and email.

Notes:

If past projects do not relate to the target's needs, **do not** list.

If a reference is not available, **do not** list the project.



Past Performance: Example 2

If you were the **Subcontractor**:

As a subcontractor to **PRIME** [*company name*] at [**Agency**], Date from-to; \$ Amount. Describe what you provided: 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.

Notes:

If past projects do not relate to the target's needs, **do not** list.

If a reference is not available, **do not** list the project.



Past Performance vs Experience

To use your or your employee's experience when they worked elsewhere
(note: It is NOT considered your company's past performance):

“Key staff members have experience providing.....”



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
- Metrics
- Exclusives
- ISO Certification
- Location
- Training
- Relationships
- Experience

And **how this benefits** the targeted:

- Agency
- Prime
- Team



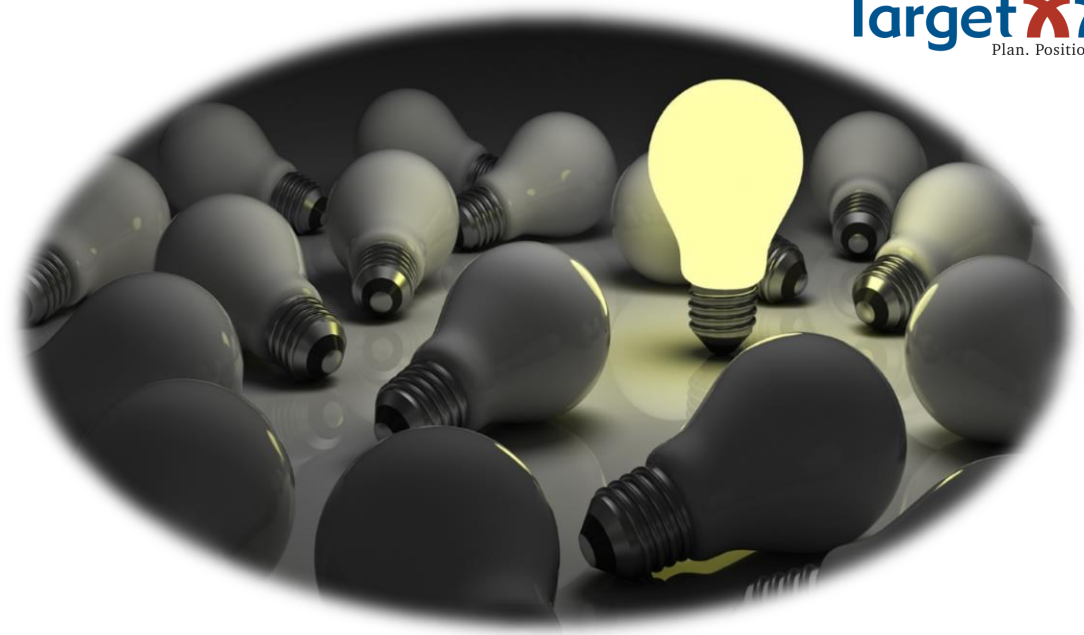
Differentiators Defined #3

- A **succinct** statement
- **Focused** on
 - Customer needs
 - Specific decision-maker
 - Upcoming contracts
- Highlights **benefits**
- Incorporate **metrics**
- Separates you from
 - Real competition
 - Wanna-be's



Ideal Differentiators

- Speak EXACTLY to requirements
- Speak exactly to that decision-maker
- Are benefit-focused
- **Include metrics**
- Are straightforward, easy to understand
- Better to have only 2 or 3 strong differentiators than an entire list of mediocre or poor differentiators



Differentiators are NOT

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



How many NAICS codes do you have on your company's capability statement?

- a) 1-3
- b) 3-10
- c) 10-20
- d) As many as we can fit

POLL

5. Company Data

- Federal: SAM UEI & CAGE Codes
- NAICS (grouped) No more than 3
- DOD: PSC & FSC codes
- GSA Schedule Contract Number(s)
- BPAs and other contract numbers
- Socio-economic certifications: WOSB, 8(a), HUB Zone, SDVOB
- Financial capacity and stability (Bond requirements?)
- YOUR contact information:
 - Name and title
 - Email
 - Website
 - 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 your target's terminology
- You will have many versions, one for each target
- Make sure the file size is small, under 1MB
- Save the PDF as
 - ***YourCompanyNameCapabilityStatement_Target***



Recap

- ✓ Types of Capability Statements
- ✓ First impressions
- ✓ Where To Use
- ✓ Identifying Targets
- ✓ A Poor Capability Statement
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- ✓ Graphic Design
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Handouts



- Session Slides
- TargetGov Capability Statement Guide
- **FAST[®] Process and KickStart Program[®]**
- M-23 01 Increasing the Share of Contract Dollars Awarded to SDBs

Email: FAST@TargetGov.com for download link
Indicated **Maryland Technical Training Capability Statement Webinar** in subject line



Questions?

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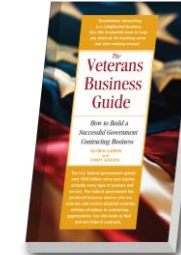
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