



Gloria Larkin  
President, CEO  
TargetGov

## Perfecting Your Capability Statement



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questions@targetgov.com

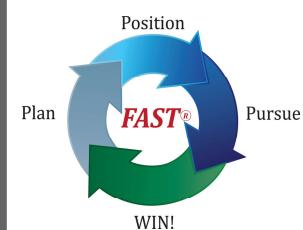
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## Gloria Larkin

- President, CEO
- Creator of the **FAST®** Process and **KickStart Program®**
- Clients have won \$7 billion in federal contracts
- Nationally recognized federal contracting business development expert
- American Express Procurement Advisor
- Quoted in Wall Street Journal, Washington Post, INC Magazine, Bloomberg
- Author of *The Basic Guide to Government Contracting* and *The Veterans Guide*
- GloriaLarkinTG@targetgov.com
- 410-579-1346 x 325



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## Agenda

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



## Capability Statements are Different from Other Marketing Documents



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## Types of Capability Statements

1. **Door-opener**, used to begin relationship-building process
  - Obtain decision-maker meeting
  - Tool to use during meetings
2. **Customer-specific** electronic capability statement
3. Requested as part of a **Sources Sought or RFI response**
4. Required in a **Request For Proposal response**



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## 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
- 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, web site, blog, LinkedIn

## POLL #2



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## Identifying Targets for Your Capability Statement

### Your Company

You as a Prime contractor →

### Possible Target

GOVERNMENT

You as a Subcontractor →

PRIMES

You as a Team member →

Other VENDORS

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## Layers of Government Decision-Makers

Small business representatives

- OSDBU, SADBU, SBLO, PCR

Contracting and acquisition staff

- CO, KO

Program and technical managers

- PM, COTR, end-user

**Primes**

- CEO, President, SBLO

- Project or program manager



## 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!



# Let's Start! How can you distinguish yourself?



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## Five Section Titles

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

**Capability Statement**

**Core Competencies:**

Takes your Capability Statement to reflect your audience. As example, first introduce the document 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:** Relate your key differentiators to the needs of the agency, prime, or teaming partner.

**Differentiators:**

Identify what makes you different from your competitors and how this benefits the target 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 agency?
- What is it about your services/products that make you stand out from the rest?

**Fast 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 target agency's needs, do not list.

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

**Your Logo Here**

**Company Data:**

Company History  
Description of company  
description detailing pertinent facts.

**TargetGov Tip:** 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: HUBZone, 8(a), 52210, etc.
- NAICS (All)
- CAGE Code
- ATO/CP Credit and Purchase Contract
- GSA Schedule Contract
- Other federal contract vehicles
- BPA's and other federal contract numbers
- State contract numbers

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

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## 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



Laurie Sayles  
President & CEO  
9111 Edmonston Road  
Suite #302  
Greenbelt, MD 20770  
laurie@civilityms.com  
<https://www.civilityms.com>  
(301) 352-7825

## 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:
  1. Internal to that target
  2. Similar target
  3. Other government entities: federal, state, local
  4. Commercial or consumer contracts
- Show the benefit to the customer
- This is NOT a resume!



### 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: Example 3 → Experience

### If you were an employee:

As an employee of [*company name*]; Date from-to for contract; Describe what you did: 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....."



POLL



## 4. 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 Certification
- Exclusives
- Relationships
- Experience
- Metrics

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



## 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
- 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
- “Quality” people, services, products
- “100” or xx years of experience
- “Solutions provider”
- “Best in class”, “world class”, “best of breed” or other superlatives



## 5. Company Data

- Federal: DUNS & CAGE Codes
- NAICS (grouped)
- DOD: PSC & FSC codes
- GSA Schedule Contract Number(s)
- BPAs and other contract numbers
- Socio-economic certifications: WOSB, 8(a), HUB Zone, SDVOB, Small, MBE, WBE, DBE
- Financial capacity and stability (Bond requirements?)
- Number of employees
- Capacity
- Teams
- 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 their terminology
- You will have many versions, one for each target
- Make sure the file size is small, under 1MB
- Save the PDF as

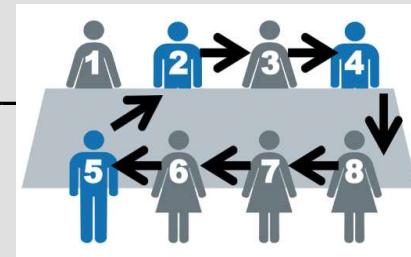
***YourCompanyNameCapabilityStatement\_DISA.pdf***

- Follow similar content/format for your website
- Follow same format for capability briefings



## Ideal Matchmaking Pitch

- Develop a focused “Matchmaking Pitch” to communicate *specific offerings matching their current needs*
- No company does “Everything”
- An ideal Matchmaking Pitch:
  - I am [your name], with [company name]
  - We provide \_\_\_\_\_
  - Our core competencies are \_\_\_\_\_
  - We are the *absolute best* at \_\_\_\_\_
  - We are *different* because \_\_\_\_\_
  - We can help your agency/office/company by \_\_\_\_\_



## TargetGov Rule of Three™

- Never reach out to any decision-makers for a meeting
- This includes all targets!
- Agencies, Primes, Teaming Partners, Subs
- Until:
- 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
- Use: Forecast, sources sought, recompetes, FPDS, EZGovOpps, USASpending, other data resources

## Now you can be a business champion!



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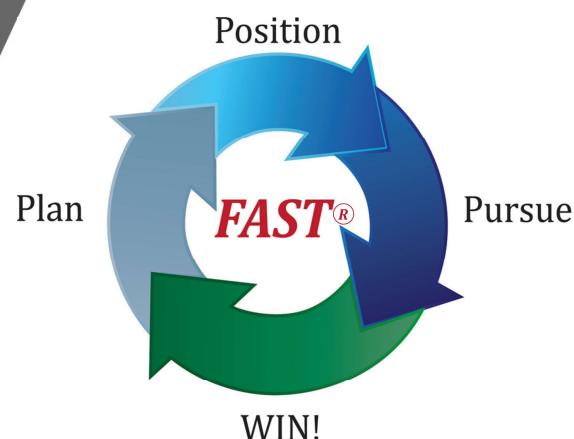
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### FAST® Process

- Do you want to dramatically increase revenues?
- The proprietary, proven **TargetGov FAST® Process** is the most cost-effective approach to *planning, positioning, pursuing and winning profitable* government contracts.
- You can take advantage of our 20+ year track record and national reputation for success to build your revenues.
- The **TargetGov FAST® Process** leverages where you are now and propels you to higher revenues.
- Large, mid-size and small businesses see dramatic results and high ROI.

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- A focused plan, process and tools to successfully market your company to the federal government.
- This program is especially designed for small companies ready for an accelerated entry in the federal marketplace.
- It is a proprietary combination of training and consulting – leaving you with the knowledge you need and actual tools for implementing the plan.



Handouts: email  
 questions@targetgov.com

Subject line:  
 May 25 Capability Statement Training

- Session Slides
- TargetGov Rule of Three™
- TargetGov Matchmaking and Briefing Pitch
- TargetGov Sample Capability Statement
- **FAST® Process and KickStart Program®**



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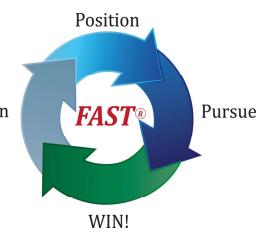
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Questions?

Gloria Larkin  
President, CEO  
TargetGov

Contact:  
GloriaLarkinTG@TargetGov.com  
Toll-free: 866-579-1346 x 325  
www.TargetGov.com







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