How to Write a Powerful Capability Statement For Government Contractors

Charles Williams
Lead Small Business Specialist
Johnson Space Center
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What is the Purpose of a Capability Statement?

• To convey information that is most important to a particular decision-maker, state it in a clear, and concise manner.

• Successful firms use their Capability Statement for a number of purposes:
  • A door-opener
  • Statement of qualification
  • Statement of past performance
  • It will set your apart from your competitors
A Capability Statement should be very brief, to the point and specifically related to the individual agency's needs.

It is a living document that will change depending on the targeted agency. Why is this? Because SAVVY contractors know that each agency has its own mission and focus, and they speak directly to those in their capability statement.

It is important that the document be visually interesting and have similar graphic elements to your company's brand and logo. It must also be easily sent as a PDF file. Capability Statements should be created in Word.
Capability Statement Contents

The five key areas included in a successful are:

• Core competencies
• Past performance
• Differentiators
• Corporate data
• Contact information (web site and a specific person's name, email and phone number)

• These are the key elements that the government will look for so that they can make a speedy decision.
The five key areas

**Core Competencies**
These are short introduction statements relating the company's core competencies to the agency's specific needs. Use key-word. This is NOT everything a firm is able to do, but the **core expertise** of a firm, specifically related to the agency this Capability Statement is written for, its mission and identified opportunities.

**Past Performance**
List past customers for whom your firm has done similar work for. If the past projects do not relate to the targeted agency's needs, do not list it.
The five key areas

**Differentiators**

A clear value statement detailing what makes you different from your competitors. A succinct, clear statement that relates to the specific needs of the agency is what will help the procurement and purchasing people, the program managers and end users understand why they should pick your firm over other competitors.

Many companies fail to take this critical step.
The five key areas

Company Data

Include one or two short sentences with a company description detailing pertinent history. Include: the size of your firm, your revenue, the number of employees you have, and the typical geographic area you serve.

Other information to include:

• DUNS
• Socio-economic certifications: 8(a), HUB Zone, SDVOB, etc.
• NAICS (all) Do not include code descriptions, just use the numbers
• CAGE Code
• Accept Credit and Purchase Cards
• GSA Schedule Contract Number(s)
• Other federal contract vehicles
The five key areas

Contact information

- Name (a specific person)
- Address
- Phone (main and cell)
- Email (a personal email)

If your firm has won any awards, received accolades or has notable accomplishments relating to that agency, list them only if you have space.

Make sure information is constantly updated!
A Capability Statement should show a firm's logo and other branding elements, for recognition, and be free of long paragraphs, instead, using short sentences and bulleted lists for quick visual scanning.

It is good to have a general capability statement. However, consider creating a new document for each agency, prime or teaming opportunity. This way each Capability Statement has all the information it needs for that opportunity, and only the needed information.

A Capability Statement is preferably only one page, one side. Go to two sides only if absolutely necessary.
Capability Statement

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.

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

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COMPANY NAME

CAPABILITY STATEMENT

CAPABILITIES
Write a brief introduction of your company's core capabilities and provide a bulleted, keyword friendly list of your products and services. This should not be the full story of your company, 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.

<table>
<thead>
<tr>
<th>Client Name</th>
<th>Project</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client 1</td>
<td>Project A and B over a period of 5 years/months to address economic goals.</td>
<td>Jane Doe, Director, 505-007-5555, <a href="mailto:jdoe@company.com">jdoe@company.com</a></td>
</tr>
<tr>
<td>Client 2</td>
<td>Developed and installed Card A and B utilizing HiT and J technologies.</td>
<td>Sally Cox, CEO, 505-007-5555, <a href="mailto:scox@company.com">scox@company.com</a></td>
</tr>
<tr>
<td>Client 3</td>
<td>Implement third tier and continue to provide ongoing support and maintenance.</td>
<td>John Doe, CTO, 505-007-5555, <a href="mailto:jdoe@company.com">jdoe@company.com</a></td>
</tr>
</tbody>
</table>

COMPANY DATA
- License Numbers
- Federal ID (TIN or EIN)
- Socio-economic certifications: 8(a), HUB zone, SDVOSB, MBE, etc.
- Industry Certifications: ISO, CMMI, etc.
- Relevant Codes: (Just the numbers, not the description): NAICS, SIC, UNSPSC, CAGE, HIN, etc.
- GSA Schedule
- Contract Number
- Contract Vehicles
- Contract Numbers

Contact Name
Title:
Phone:
Mobile:
Email:
Website:
Corporate Office
Address 1
Address 2
City, State Zip
Company Data

GPC LLC is a military construction contractor with over $3.5 million in annual revenue and 20+ employees worldwide.

DUNS
635886892

NAICS Codes
237990
Other Heavy and Industrial Construction
238160
Roofing Contractors
238240
Painting and Wall Covering Contractors
238210
Industrial Building Construction
238230
Commercial and Institutional Building Construction
238140
Masonry Contractors
238160
Other Fencing, Structure and Building Exterior Contractors
238310
Drywall and Insulation Contractors
238350
Plaster Contractors
238330
Other Building Finishing Contractors
332321
Metal Window and Door Manufacturing

Contact Information
Jason M. Howell
Managing Member
803-547-6020
jay@gulfpacificonline.com

Gulf Pacific

722 E. Pennsylvania Ave, Bonifay, FL 32425
(toll) 850-547-5020 | (fax) 850-547-5022
www.gulfpacificonline.com

Offering Solutions To Those Who Support Our Freedom

CAPABILITY STATEMENT

Capabilities

Experts in:

- Restoration of masonry (sand blasting, caulking, tuckpointing and painting), marine construction, renovation/rehabilitation, historical restoration, roofing coating, HVAC, installation of overhead doors, fireproofing, protective coating application, and painting DOD contracts.
- Extensive experience in site and concrete construction including earthwork, site utilities, site concrete and structural concrete.

Differentiators

Leading the way...

- Gulf Pacific Contracting excels in structural and vertical construction projects for the military. Our experience with the Military’s system of inspections and standards will allow for an easy integration and immediate performance.
- We maintain a robust safety program as evidenced by a record of zero lost-time injuries since our inception. Further, we currently enjoy an "EMR" rating of 1.00.
- We will demonstrate that we are the professionals who represent outstanding service and dedication. We will set the "example" with every task to be deemed "Preferred" when it comes to the next contracting decision.

Past Performances

High Customer Satisfaction!

- Repeat business from the National Park Service, NAFDAC Southeast, United States Air Force, United States Coast Guard and United States Marine Corps.
- Multiple projects completed at NAS Key West, Tyndall AFB, Whiting Field, Marine Corps Logistics Base (Albany), Robins AFB, N.C.B.C. Port and Stennis Space Center.
- Excellent relationships with all subcontractors.
- We deliver on time and within budget at a fair and reasonable cost.