

Preparing Your Capability Statement

St. Louis Army Corps of Engineers St. Louis District
Industry Day March 19th, 2019

Presented by: Illinois **P**rocurement **T**echnical **A**ssistance **C**enter



Illinois Procurement Technical Assistance Center



At Western Illinois University (ILPTAC @ WIU)



WESTERN
ILLINOIS
UNIVERSITY

What is Covered *and the...* Caveat

- The BASICS for building a capability statement
- The format for building a capability statement
- The 5 key elements
- The Caveat
 - One size fits... *MOST*



Why Have a Capability Statement?

- Government contracting resume
- Contracting officials know you are ready to do business
- Door Opener
- Understanding how your business can provide a solution
- Requested as a part of Sources Sought or RFI
- Required in a RFP response



Five Key Elements

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



Illinois Procurement Technical Assistance Center

ILLINOIS
PTAC

At Western Illinois University (ILPTAC @ WIU)



Format

- No more than one page. If necessary you can have two sides (front and back)
- Usually a word document
- Save as PDF
- File name should be easily identified
 - Example: `CompanyNameCapabilityStatementDate.pdf`



1.Call it a Capability Statement

- Call it what it is....state your Capabilities!
- First Words
 - “Capability Statement”
- Appearance- Branding, Logo & Style
- Contact Information

Capability Statement



Name

Phone #

Email

Core Competencies
Past Performance
Differentiators
Company Data



2. Core Competencies

- Focus on agency and requirements
 - Common section for modifications
- The “core” of your business
 - What you are really good at performing
- If applicable, modify competencies to specific procurement
- Other Suggestions
 - Add company mission statement OR a short target statement towards agency
 - Follow competencies with keywords bullet point form
 - Mention the agency’s name
 - “ XYZ Co. provides services to USACE required to meet its mission of..... This is accomplished by...



3. Past Performance

- Make sure the title is listed as “PAST PERFORMANCE”
- Lets the agency know that your business has experience performing the capabilities
- What to identify
 - Year of performance
 - List agency and / or contractor
 - Describe work performed (quality, cost, schedule, & compliant)
 - Example... “ Kaskaskia & Prairie Du Rocher Slide, Repairs (73.5 ac). The job was completed ahead of schedule, saving \$1,000, and complied with procurement standards.



3.1a Past Performance Priority

- List customers whose past performance relate to the agency you are pursuing.
- Prioritize Performance by...
 - Internal to that agency
 - Related agency
 - Other governmental entities: federal, state, and local
 - Commercial contracts



3.1b Past Performance: Example 1

Example (as the **prime**):

Department of Homeland Security:

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.

Source: APTAC.com, Member Resources. 2013 Presentation by TargetGov.com.

Note: If past projects do not relate to the targeted agency's needs, **do not** list.



Illinois Procurement Technical Assistance Center



At Western Illinois University (ILPTAC @ WIU)



3.1d Past Performance: Example 2

Example (as the **subcontractor**):

- Department of Homeland Security: **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 \$xxxxx over three years. Give contact reference, name, title, phone and email.

Source: APTAC.com, Member Resources. 2013 Presentation by TargetGov.com.



Illinois Procurement Technical Assistance Center



At Western Illinois University (ILPTAC @ WIU)



3.1c Past Performance: Example 3

Example (as an **employee**):

- Department of Homeland Security: **As an employee of COMPANY**, 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.

Source: APTAC.com, Member Resources. 2013 Presentation by TargetGov.com.



Illinois Procurement Technical Assistance Center



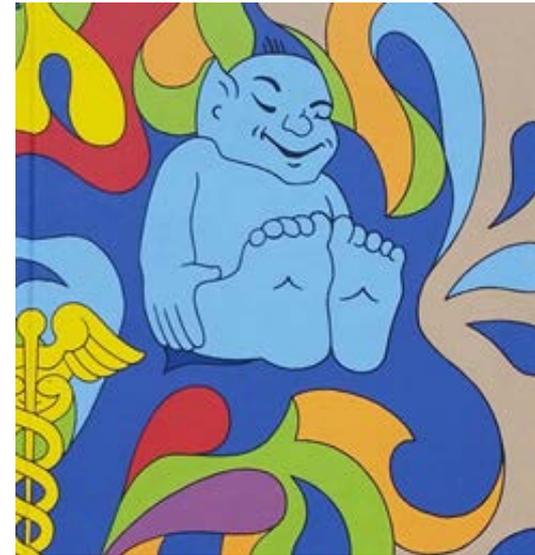
At Western Illinois University (ILPTAC @ WIU)



4. Differentiators

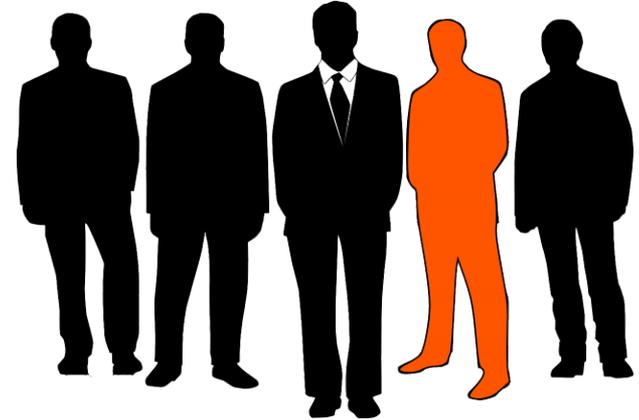
- Quality, Cost, & Schedule
- Capacity
- What sets your business apart from the others
 - Features
 - Benefits
 - Specialization
 - Awards
 - Recognition

- What makes your business.... better



4.1.a Differentiator Do's

- RESEARCH & Know your customer!
- Proof read, proof read
- Set your business apart from the others
 - Experience
 - Certificates
 - Training
 - Relationships
- Identify how the differentiators benefit your target
- Two or three strong examples are better than a long list of quasi differentiators



4.1.b Differentiator “Don’ts”

- Do not use socioeconomic certification status
- No fluff, No Buff
- Save the superlatives for the class year book
 - Best, worst, most, biggest, etc.
 - General terms are not differentiators
- Instead use the “why” factor
 - Why your business is the best
 - Why your business stands out
 - Why your business is a better solution
 - HOW your business solves the problem!



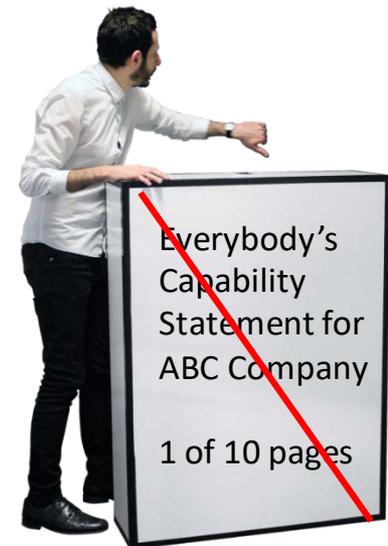
5. Company Data

- Contact information: name, address, email, phone, fax, social media, etc.
- DUNS & CAGE Code
- NAICS codes
 - Primary
 - Secondary
 - Some agencies use the NAICS to organize capability statements in their database.
- If applicable....
 - PSC & FSC codes
 - GSA schedule contract number
 - Socioeconomic certifications: SBA 8(a), HUBZone, SDVOB, WOSB, SB.
 - Contract numbers



Common Capability Statement “Offenses”

- Lack of customization
 - agency or project
- Unrelated capabilities on one statement
- More than one page
- Missing contact person information
- Missing or weak past performance



Local Resources to Help

- Small Business Development Centers (SBDC)
<https://americassbdc.org/>
 - Business planning
 - Market Research
 - Financing Prep
- Procurement Technical Assistance Centers (PTAC)
<http://www.aptac-us.org/>
 - Federal/State Registration
 - Certification Preparation
 - Procurement Preparation Resources



Session Review

- Why capability statements matter
- Five Key Elements
 1. Call it a Capability Statement
 2. Core Competencies
 3. Past Performance
 4. Differentiators
 5. Company Data
- Common pitfalls
- Resources to help



Examples



Illinois Procurement Technical Assistance Center



At Western Illinois University (ILPTAC @ WIU)



QUESTIONS?



Illinois Procurement Technical Assistance Center



At Western Illinois University (ILPTAC @ WIU)

