

High Impact Capability Statements and Briefings – When Minutes Count



scale 2 Market™

Introductions

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Capability Statements

Things to Avoid



Too “Salesy” – too much room taken up with fancy graphics, pictures, etc.
Too much vague and irrelevant information – quotes, slogans, global claims, narrative
Too cluttered – long lists of capabilities (often repetitive) & projects, be concise
Difficult to Parse – Make sections clearly distinguishable, with good “flow”

A Good Capability Statement will:

- Be customized for your audience
- List relevant expertise and past performance
- Backup assertions with metrics
- Include Demographics
 - Contract vehicles with expiration dates
 - DUNS number & CAGE code, NAICS
 - Socio-economic certifications
 - Contact information



CAPABILITY STATEMENT TEMPLATE

Your logo and name, title, phone and email of contact person.

Core Competencies

Begin this paragraph with the following format: “[Your Company] can assist the [Agency or Prime Contractor] in its mission to [specific scope of work] by leveraging the following skills (or products):”

- ...Over 1 million web pages developed in the last 3 years using...
- ...

Past Performance

List past customers for whom you have done *similar* work. Describe the work and outcomes. Include specific customer contact information: name, title, email, phone.

Differentiators/Benefit to Agency

Identify what makes you different from your competitors, how this benefits the targeted agency and relates to the opportunities under discussion. This includes Intellectual Property, Quality programs, certifications, industry leadership, awards etc.

Company Data

This brief company description should detail *pertinent* data. This may include years in business, management team, locations, work OCONUS etc. Refer reader to your website.

Relevant Contract Data

- DUNS & CAGE Code
- Socio-economic certifications: 8(a), SDVOSB, EDWOSB, etc.
- NAICS & PSC Codes
- Accept Credit Cards
- eCommerce sites
- GSA Schedule and other federal contract vehicles
- State Contract(s)

Critical Elements

- Assertion

We are able to retain qualified personnel in highly competitive positions

- Benefits

Lower turnover means knowledge retention, increased efficiency, higher productivity etc.

- Substantiation

Graph showing retention statistics over the last 6 years, focusing on hard to find skills

Graph showing retention of incumbent personnel from beginning of transition

Graph showing our retention history with industry averages (or other relevant statistic)

Most Effective Practices

- ✓ Have a Public version of your Cap Statement
- ✓ If Introducing Yourself, have at least 2 Opportunities Identified
- ✓ Gather market intel beforehand
- ✓ Talk no more than 7.5 minutes
- ✓ Ask for Feedback
- ✓ Ask for Introductions
- ✓ Ask for Next Step: Demo or Pilot
- ✓ Ask How You Can Help



How to Get an Appointment

- ✓ Do Your Homework
- ✓ Be Opportunity Specific
- ✓ Describe an Innovation
- ✓ Understand the FAR
- ✓ Read OMB Myth-busting memos
- ✓ Identify market liaison
- ✓ Attend government events
- ✓ Be Persistent (Proximity, Duration, Frequency and Intensity)



Real Scenarios

