



# How to Write a Powerful Capability Statement For Government Contractors

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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 you apart from your competitors

# Capability Statement Format

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!**



## More tips

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

## Your Logo Here

**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 Tips:

- 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, SDVOB, 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

## COMPANY NAME

# CAPABILITY STATEMENT

### CAPABILITIES

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

Client Name	Project	Contact Information
Client 1	Provided A and B over a period of XX years/months to address/resolve/improve X and Y.	Jane Doe, Director, 888-867-5309, jdoe@companya.com
Client 2	Developed and executed C and D utilizing H, I and J technologies.	Sally Doe, COR, 888-867-5309, sdoe@agency.gov
Client 3	Implemented this and that and continue to provide ongoing support and maintenance.	John Doe, CTO, 888-867-5309, jdoe@companyd.com

## COMPANY DATA

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

Contact Name  
Title  
Phone:  
Mobile:  
Email:

[www.yoururl.com](http://www.yoururl.com)

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

625886952

#### NAICS Codes

237990

Other Heavy and Civil Engineering Construction

238160

Roofing Contractors

238320

Painting and Wall Covering Contractors

236210

Industrial Building Construction

236220

Commercial and Institutional Building Construction

238140

Masonry Contractors

238190

Other Foundation, Structure and Building Exterior Contractors

238310

Drywall and Insulation Contractors

238350

Finish Carpentry Contractors

238390

Other Building Finishing Contractors

332321

Metal Window and Door Manufacturing



### Contact Information

Jason M. Howell  
Managing Member  
850-547-5020

[jason@gpcconline.com](mailto:jason@gpcconline.com)

# Gulf Pacific

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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, fire proofing, protective coating application, and painting IDIQ 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, NAVFAC 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, NCBC Gulfport and Stennis Space Center.
- Excellent relationships with all subcontractors.
- We deliver on time and within budget at a fair and reasonable cost.



