



Illinois Tollway DIVERSITY

Driving Economic Opportunities



IMPORTANCE OF MARKETING

Effective marketing:

- Establishes a company brand
- Creates the right perception for your firm



BUILDING YOUR BRAND



CREATING A CAPABILITY STATEMENT

SAMPLE CAPABILITY STATEMENT

CAPABILITY STATEMENT SAMPLE TEMPLATE

Title this document: Capability Statement *Show your logo and contact information, with a specific person's name, phone and email.*

GRANDEVENTS Tip: This is a CONTENT template, not a design template. Add color & graphic elements.

CORE COMPETENCIES
Short introduction statement relating the company's core competencies to the company specific needs followed by key-word heavy bullet points.

GRANDEVENTS Tips:
No long paragraphs
Use short sentences followed by keyword heavy bullet points
Create a new document for each agency, prime or teaming opportunity
Tailor each Capability Statement to the company mission or specific opportunity
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

PAST PERFORMANCES
List past customers for whom you have done similar work.

GRANDEVENTS Tips: Ideally, include specific contact information for immediate references. Include name, title, email, phone.

DIFFERENTIATORS
Identify what makes you different from your competitors and how this benefits the targeted agency.

Relate your key differentiators to the needs of the agency, prime or teaming partner.

COMPANY DATA
One very brief company description detailing pertinent data.
List any Certifications.

GRANDEVENTS Tip: Readers will visit your web site for additional information. Make sure your web site is consistently updated and government-focused.

Show your logo and contact information, with a specific person's name, phone and email.



KEYS TO A GREAT CAPABILITY STATEMENT

Contact Information

Title and contact information:

- Content template, not a design template
- Logo
- Accuracy



KEYS TO A GREAT CAPABILITY STATEMENT

Core Competencies

Include short introduction statement relating the company's core competencies to the company specific needs

- Key word heavy bullet points

Tailor each Capability Statement to the specific opportunity



KEYS TO A GREAT CAPABILITY STATEMENT

Past Performance, Differentiators, Company Data

List past customers you have performed similar work for

- Remember to tailor capability statement to the specific opportunity

Identify what makes your firm different from your competitors

- Highlight how this difference benefits your targeted agency/client

Brief description detailing critical company data

- List certifications
- List current NAICS codes and any that you are pursuing



CREATING A CAPABILITY STATEMENT

Tips

- ✓ **No long paragraphs**
- ✓ **Use short sentences followed by keyword heavy bullet points**
- ✓ **Create a new document for each agency, prime or teaming opportunity**
- ✓ **Tailor each Capability Statement to the company mission or specific opportunity**
- ✓ **Preferably one page, one side**
- ✓ **Can be two-sided if absolutely necessary**
- ✓ **Save and distribute as a PDF**



NEXT STEPS

- ✓ **Prepare list of target prospects**
 - Review databases to identify firms
 - Attend pre-bid meetings
 - Know your competition
- ✓ **Send materials to prospects**
- ✓ **Follow up with phone calls/emails**
- ✓ **Be persistent!**



NEED ASSISTANCE?

Contact a Tollway Technical Assistance Provider

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TECHNICAL ASSISTANCE

POWERED BY THE ILLINOIS TOLLWAY

Equipping Businesses for Success



QUESTIONS?