

Creating a Capability Statement

The Illinois Tollway

Making a Connection: Engaging Our Vets



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Purpose

- ▶ Introduction
- ▶ Create interest (marketing)
- ▶ Outline initial qualifications
- ▶ Emphasize capabilities and resources
- ▶ Highlight reasons for selecting your business

Are you ready?

- ▶ **Sufficient Resources**
 - ▶ (Time, People, Money)
- ▶ **Potential Business is enough to warrant devoting resources to this area.**
- ▶ **Business Plan**
 - ▶ (Action Steps, Measureable, Results)
- ▶ **Cash Flow**
- ▶ **Timing**

Know Yourself and Your Business

- ▶ Before you can convince anyone of your elevator pitch you need to know exactly what it is.
- ▶ You need to define precisely:
 - ▶ what you are offering
 - ▶ what problems you can solve
 - ▶ what benefits you bring to a prospective client

Types

- ▶ **General**
 - ▶ Outreach events
 - ▶ Meetings
 - ▶ E-mail
- ▶ **Specific**
 - ▶ Sources sought (focus on SOW)
 - ▶ Request for Information (RFI)
 - ▶ Targeting a specific agency

Overused Phrases

- ▶ We have the 'best'
 - ▶ Quality
 - ▶ Customer service
 - ▶ Pricing
 - ▶ Delivery

Make sure you stress what differentiates you from your competitors; what makes you unique, and why.

Additional considerations

- ▶ Production control procedures
- ▶ Property control procedures
- ▶ Quality assurance measures
- ▶ Safety programs
- ▶ Employee training programs

SWOT Analysis

- ▶ *Strengths*

- ▶ What does the firm do well internally?
- ▶ What sets you apart?

- ▶ *Weaknesses*

- ▶ What can the firm improve upon?

- ▶ *Opportunities*

- ▶ What new things can be capitalized on?

- ▶ *Threats*

- ▶ What things can drastically hurt your business?

SWOT Analysis

INTERNAL INSPECTION	EXTERNAL INSPECTION
Financial Assessment	Prospects
Customers	Economic Climate
Management capabilities	Market size/dynamics
Employee base	End-user Markets
Organizational/Structure	Competitive Intelligence
Products	Product Viability
Channels	Critical Success Factors
Processes/Productivity	Current Relationships

Responsibility

- ▶ Federal contracting term (FAR 9.103):
RESPONSIBLE
 - ▶ Adequate financial resources/ability to obtain them
 - ▶ Comply with required delivery
 - ▶ Satisfactory performance record
 - ▶ Integrity/Business ethics
 - ▶ Necessary organization, experience, accounting and operational controls

Why you?

- ▶ Who are your people and what unique experience do they have?
- ▶ What are your key processes and how does it set you apart?
- ▶ Be sure to highlight unique qualifications, personnel, and examples of experience that precisely describe how your company is exactly qualified to produce the RFP work product or deliverables.

Financial Ability

- ▶ What are indications of financial ability?
 - ▶ Number of contracts (commercial or governmental)
 - ▶ Contract size
 - ▶ Years in business
 - ▶ Resources (employees)

Meeting Schedules

- ▶ What are indications of meeting schedules?
 - ▶ Number of contracts
 - ▶ Amount of repeat business
 - ▶ Complexity of requirements
 - ▶ Reputation for reliability

Show and Tell

- ▶ Do you have any special or unique processes?
- ▶ Do you have any specific equipment?
- ▶ This is where you tell and show the government agency or commercial company why with all of their options for contracting you are the best to meet their needs

Integrity and Public Opinion

- ▶ What are indications of integrity (business ethics)?
 - ▶ Public information
 - ▶ Website
 - ▶ Local reputation
 - ▶ Dun & Bradstreet (commercial usage)
 - ▶ Company training requirements
 - ▶ Statement of commitment
 - ▶ Company code of conduct

Customize, Please Customize

Customize:

- ▶ Different agencies
 - ▶ Web search: “doing business with (agency name)”
*Hint: The Illinois Tollway has a great website!
- ▶ Commercial companies/ industries
 - ▶ Web search: “supplier diversity (company name)”
- ▶ Specific projects
 - ▶ Align to the SOW (Statement/Scope of Work)

Capability Statement Outline



Amazing Veteran Company
PO BOX 9922
Land of the Free, IL 11111

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P: (630) 942-2616
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E: haaker@cod.edu
W: www.amvetco.com

DUNS: 123456789

CAGE: AB12C (Active in SAM)

NAICS: 523110- Small Business Consulting
568279- Contract Management
534715- Procurement Assistance

Small Business Designations:

- VA verified SDVOSB
- Illinois VBP certified SDVOSB
- Cook County certified VBE



BUSINESS SUMMARY (Or Tagline):

- ▶ The Summary should be a paragraph (or less) that tells your reader who you are and what you do. If you wish, the paragraph can include a brief business history.

EXPERTISE/CORE COMPETENCY:

- ▶ A brief summary of your expertise, as well as that of your key personnel/staff, highlighting their education and technical experience as it relates to your business.
- ▶ Be clear, use bullet points - what do you actually do or sell? How do your capabilities relate to their project?

CUSTOMERS/PAST PERFORMANCE:

- ▶ List at least three or four of your key customers, past or present. Company and/or agency names are sufficient.
- ▶ Identify projects similar in Size, Scope, and Complexity

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QUESTIONS?

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THANK YOU



FOR HAVING US!

www.cod.edu/ptac