

# T.I.P.S.

## SMALL BUSINESS WEBINAR SERIES

TRAINING & INSIGHTS FOR  
PROCUREMENT SUCCESS



2 WEBINARS MONTHLY



9AM-12PM



CLASSES LED BY SUBJECT MATTER  
EXPERTS



# Welcome!

Today's Topic:

## Crafting A Compelling Capability Statement

TO REGISTER VISIT:

[GOMDSMALLBIZ.MARYLAND.GOV](http://GOMDSMALLBIZ.MARYLAND.GOV)



**Maryland**

GOVERNOR'S OFFICE OF  
SMALL, MINORITY & WOMEN  
BUSINESS AFFAIRS  
[goMDsmallbiz.maryland.gov](http://goMDsmallbiz.maryland.gov)

**Tuesday, July 23, 2024**



GOVERNOR'S OFFICE OF  
Small, Minority &  
Women Business Affairs

# How to Create A Powerful Capability Statement

**Kiyon Brandford**  
Senior Consultant at TargetGov





# Kiyon Brandford

Federal Research Consultant

- *Senior Consultant*
- Federal Marketing and Capabilities
- FAST<sup>®</sup> Process and KickStart Consulting Program<sup>®</sup> expert
- Clients have won \$20 billion in federal contracts in just the last seven years
- TargetGov created the capability statement and the Performance Tracker Pro<sup>™</sup>
- [FAST@targetgov.com](mailto:FAST@targetgov.com) 866-579-1346 x 325



KickStart<sup>®</sup>

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# Agenda

- Types of Capability Statements
- First impressions
- A Poor Capability Statement
- Five Sections
- Graphic Design
- Tips For Success
- Capability Statement template give-away and review



Link: <https://www.targetgov.com/maryland-t-i-p-s-webinar-series/>

Password: TGMDTIPSJULY

# Capability Statements are Different from Other Marketing Documents



# Types of Capability Statements

1. **Door-opener**, used to begin relationship-building process
  - Obtain decision-maker meeting
  - Tool to use during meetings
2. Add to your SBA Profile as a link
3. Requested as part of a **Sources Sought or RFI response** in federal space



# First Impressions Are Critical

- Be professional
  - Ex: email, web site, typos
  - No clip art, stock graphics
- Do not try to be all things
- Know your niche market!
- Lead with your expertise, not your socio-economic status
- Prove it!
- Mitigate risk



# A Poor Capability Statement

- Locks you out
- Highlights your weaknesses
- Proves that you are not competent
- Highlights the risk to contract with you
- Proves you don't have a clue and you DO NOT understand the customer or the market!





# Let's Start!

## How can you distinguish yourself?



**DIFFERENTIATE  
YOURSELF  
FROM THE  
COMPETITION**

# Five Section Titles

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

Email us for your complimentary Capability Statement Guide.  
[FAST@TargetGov.com](mailto:FAST@TargetGov.com)

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 Tip:**

- 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

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, SDVDB, etc.
- NAICS (all)
- CAGE Code
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s)
- Other federal contract vehicles
- BFPAs and other federal contract numbers
- State contract Numbers

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.

Your address, phone numbers (voice, mobile, and fax), email, website, and other related contact information

# 1. “Capability Statement” as Title

- Call it what it is!
- First words are “Capability Statement”
- Then your logo
- Then your contact info
- A mini business card across the top of the document
- Example:

**Capability  
Statement**

**TargetGov**  
Plan. Position. Pursue. Win.

**Gloria Larkin**  
**President and CEO**  
891 Elkridge Landing Road  
Suite 190  
Linthicum Heights, MD 21090  
GloriaLarkinTG@targetgov.com  
<https://www.targetgov.com>  
410-579-1346 x325

## 2. Core Competencies

- Section title: **CORE COMPETENCIES**
- Laser-focused on the target!
- Relate your company's core competencies to the target's specific needs
- Short introduction statement mentioning the target
  - *Ex: Your Company provides the services that the [agency] requires to meet its mission of \_\_\_\_\_ by providing:*
- Followed by **key-word heavy target-related** bullet points using the target's key-words



# 3. Past Performance

- Section title: PAST PERFORMANCE
- List past customers for whom you have done similar work. Prioritize by:
  - Internal to that target
  - Similar target
  - Other government entities: federal, state, local
  - Commercial or consumer contracts
- Show the benefit to the customer
- This is NOT a resume!
- Use very specific wording on upcoming slides



# Past Performance: Example 1

If your company was the **Prime**:

[**Customer Name**]: Date from-to; Name of contract, or vehicle, & dollar amount.

Describe what you provided: Provided x-y-z services to enable the effective use of a-b-c thereby [reducing costs by \$xxx,xxx over three years.] Give contact reference, name, title, phone and email.

Notes:

If past projects do not relate to the target's needs, **do not** list.

If a reference is not available, **do not** list the project.



# Past Performance: Example 2

## If your company was a **Subcontractor**:

As a subcontractor to **PRIME** [*company name*] at [**Agency**], Date from-to; \$ Amount. Describe what you provided: 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.

### Notes:

If past projects do not relate to the target's needs, **do not** list.

If a reference is not available, **do not** list the project.



# Past Performance vs Experience

To use your or your employee's **experience** when they worked elsewhere  
*(note: It is NOT considered your company's past performance):*

“Key staff members have experience providing.....”





## 4. Differentiators Defined #1

Unique features and/or benefits of a product, or aspects of a brand, that set it apart from competing products or brands



# Differentiators #2

- Identify **what makes you different** from your competitors
- Metrics
- Exclusives
- ISO Certification
- Location
- Training
- Relationships
- Experience

And **how this benefits** the targeted:

- Agency
- Prime
- Team



# Differentiators Defined #3

- A **succinct** statement
- **Focused** on
  - Customer needs
  - Specific decision-maker
  - Upcoming contracts
- Highlights **benefits**
- Incorporate **metrics**
- Separates you from
  - Real competition
  - Wanna-be's



# Ideal Differentiators

- Speak EXACTLY to requirements
- Speak exactly to that decision-maker
- Are benefit-focused
- **Include metrics**
- Are straightforward, easy to understand
- Better to have only 2 or 3 strong differentiators than an entire list of mediocre or poor differentiators



# Differentiators are **NOT**

- Socioeconomic certifications
- Generic statements
- Static, never changing
- One type fits all
- Marketing “Fluff”
- “Quality” people, services, products
- “100” or xx years of experience
- “Solutions provider”
- “Best in class”, “world class”, “best of breed” or other superlatives



## 5. Company Data

- Federal: SAM UEI & CAGE Codes
  - State/Local: ID numbers, MBE statuses
  - NAICS (grouped) No more than 3
  - DOD: PSC & FSC codes
  - GSA Schedule Contract Number(s)
  - BPAs and other contract numbers
  - Federal socio-economic certifications: WOSB, 8(a), HUB Zone, SDVOB
  - Do **not** include your EIN or TIN
- Financial capacity and stability (Bond requirements?)
  - YOUR contact information:
    - Name and title
    - Email
    - Website
    - Phone: Office, direct
    - Printed on the Capability Statement, not attached as a business card

# Graphic Design Elements

- Use your own branding elements
- Your logo
- Your colors
- Your style
- Your fonts
- Complement your web site, business cards
- Use up the entire page, do not think “letterhead”
- Spare the graphics: Usually large file size
- Keep it in Word, save as a PDF
- Do NOT save as graphic file: tif or jpg



# Tips for Success

- Tailor the Capability Statement to the target
- Use your target's terminology
- You will have many versions, one for each target
- Make sure the file size is small, under 1MB
- Save the PDF as  
***YourCompanyNameCapabilityStatement\_AgencyOrCompany***





# Recap

- ✓ Types of Capability Statements
- ✓ First impressions
- ✓ Where To Use
- ✓ Identifying Targets
- ✓ A Poor Capability Statement
- ✓ Five Sections
- ✓ Graphic Design
- ✓ Tips For Success
- ✓ Book give away!

# Handouts



- Session Slides
  - TargetGov Rule of Three™
  - TargetGov Matchmaking and Briefing Pitch
  - TargetGov Sample Capability Statement Guide
  - FAST® Process and KickStart Program®
- 
- Email: [FAST@TargetGov.com](mailto:FAST@TargetGov.com) for download link
  - Indicated Session Name Gloria Larkin session in subject line

# Questions?



## Kiyon Brandford

Senior Consultant; TargetGov

Contact us for further information:

[FAST@TargetGov.com](mailto:FAST@TargetGov.com)

Toll-free: 866-579-1346 x 325

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

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Implements Maryland's 3 socioeconomic procurement programs across 70+ agencies and departments



Connects small, minority, women, & veteran business owners to opportunities in the state contracting arena



Conducts free small business webinars, hosts stakeholder engagement events, and participates in outreach programs statewide



Partners with MBEs to resolve issues that arise during contract performance through the MBE Ombudsman unit



Curates online resources at the federal, state, and local levels for small business growth and development

<https://goMDsmallbiz.maryland.gov>

# Maryland's Socioeconomic Procurement Programs



- Prime & subcontracting opportunities
- 70+ participating state agencies & departments
- Race & gender specific
- Application-based certification process with MDOT's Office of Minority Business Enterprise



- Prime & subcontracting opportunities
- 50+ participating state agencies & departments
- Veteran specific
- Online certification process in eMaryland Marketplace Advantage



- Prime contracting opportunities
- 60+ participating state agencies & departments
- Race and gender neutral
- Online certification process in eMaryland Marketplace Advantage

***No cost to obtain or maintain certification. Annual renewal requirements apply.***

# Doing Business with the State of Maryland

The State's online public bid board is eMaryland Marketplace Advantage (eMMA)

All solicitations over \$15,000 must be published on eMMA

All awards over \$50,000 must be published on eMMA

All vendors receiving a contract award from the State must be in good standing with the Department of Assessments and Taxation

The Board of Public Works approves all contracts \$200,000 and above before final "Notice to Proceed" can be awarded

MBE, VSBE, and SBR Liaisons are positioned within each state purchasing unit

# Open & Transparent



## State Finance and Procurement Articles

- <https://mgaleg.maryland.gov/mgaweb/Laws/Statutes>



## Code of Maryland Regulations (COMAR), Title 21

- <https://dsd.maryland.gov/Pages/COMARHome.aspx>

# Vendor Roles



- Builds relationships with MBEs and VSBEs
- Responds to solicitations from state purchasing units
- Legal contact with the state purchasing units
- Names MBEs and VSBEs in the solicitation response
- Follows state regulations and procedures
- Receives payment from state purchasing units



- Builds relationships with prime contractors
- Responds to requests from prime contractors
- Legal contract with prime contractor
- Follows prime contractor's policies and procedures
- Receives payment from the prime contractor
- Verifies payments from prime contractor with the state's purchasing unit



A photograph of four diverse business women in professional attire. Two are standing and two are seated at a table. They are all looking at a laptop screen, with some pointing at it, suggesting a collaborative work environment.

**Do you run a business in Maryland?**

**We need your help!**

Please take the  
Maryland Disparity Study Vendor Survey  
**StateofMDDisparityStudy.com**

**We need your help!**

[stateofmddisparitystudy.com](https://stateofmddisparitystudy.com)

**Take the survey!**

## Program Seals:

Please visit our  
website to download

[goMDsmallbiz.maryland.gov](http://goMDsmallbiz.maryland.gov)



# Mining Public Data Techniques



[goMDsmallbiz.maryland.gov](http://goMDsmallbiz.maryland.gov)

## Videos & Slide Decks

[eMaryland Marketplace Advantage \(eMMA\)](#)

[Procurement Forecast](#)

[Board of Public Works](#)

[Communicating with Confidence](#)

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- 2 free webinars every month
- No cost to attend
- Register in advance to receive the participation link
- Download the presenter's slide deck
- Access video recordings of all classes on our YouTube playlist

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 **Maryland**

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# T.I.P.S. Webinar Series Playlist

- 

1 **Maryland's Veteran-Owned Small Business Enterprise (VSBE) Program & Resources - May 30 2024**  
StateMaryland • 16 views • 2 weeks ago
- 

2 **Price & Costing To Win More Contracts - May 23 2024**  
StateMaryland • 11 views • 2 weeks ago
- 

3 **Maryland's MBE Rights & Responsibilities - April 25 2024**  
StateMaryland • No views • 2 weeks ago
- 

4 **Leveraging Your Certifications - April 23 2024**  
StateMaryland • 4 views • 2 weeks ago
- 

5 **Navigating eMaryland Marketplace Advantage (eMMA) - March 28, 2024**  
StateMaryland • 4 views • 2 weeks ago
- 

6 **Subcontracting in Maryland's Minority Business Enterprise (MBE) Program - March 26 2024**  
StateMaryland • 12 views • 2 weeks ago

<https://www.youtube.com/playlist?list=PLlgoHh4Po1J0W63akD6aGAU8JmT0qzOrX>

# Upcoming Webinars



[goMDsmallbiz.maryland.gov](http://goMDsmallbiz.maryland.gov)

**Thursday**  
**July 25, 2024**

10 a.m.

**Doing Business with the State**  
**of Maryland**

**Tuesday**  
**August 27, 2024**

10 a.m.

Prime Contracting in Maryland's  
Small Business Reserve (SBR) Program

**Thursday**  
**August 29, 2024**

10:00 a.m.

Cash Flow  
Management & Projections

# Partners

Maryland APEX Accelerators  
(formerly PTAC)

<https://www.mdptac.org/>

Greater Baltimore SCORE

<https://greaterbaltimore.score.org/>

Maryland Women's Business Center  
(MWBC)

<https://marylandwbc.org/>

Baltimore-Metro Women's Business Center  
(Balt-Metro WBC)

<https://www.baltmetrowbc.org/>

Maryland Small Business Development  
Center (SBDC)

<https://www.marylandsbdc.org/>

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# Resources

Governor's Office of Small, Minority & Women Business  
Affairs

<https://gomdsmallbiz.maryland.gov/Pages/default.aspx>

Maryland's Office of Minority Business Enterprise (OMBE)

<https://www.mdot.maryland.gov/tso/pages/Index.aspx?PagelD=90>

Maryland Department of Commerce  
Maryland Financial Incentives for Business

<https://commerce.knack.com/maryland-funding-incentives>

Maryland Entrepreneur HUB

<https://marylandentrepreneurhub.com/>

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**Thank You!**