

Facilitators

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Agenda

- What is a Capabilities Statement
- Content of a Capabilities Statement
- Purpose of a Capabilities Statement
- Type of a Capabilities Statement
- Target Audience
- Foster and Maintain a Collaborative Partnership
- Professional Demeanor
- Role Play
- Q and A

What Is a Capabilities Statement

- One Page - Front and Back
- Synopsis of your Company Performance Capabilities
- Clearly define your agency “ NICHE”

No company can be the master of all TRADES

Content For a Capabilities Statement

The five sections that are customarily expected for an acceptably formatted Capability Statement are as follows:

- Core Competencies
- Past Performance
- Differentiators
- Corporate Data
- Contact Information

Content For a Capabilities Statement

- Key Personnel
- Products or Services
 - List Product or Services
 - Applicable North American Industrial Classification System (NAICS Code)
 - Use Bullet Points and be Precise and Concise Language

Company Specific and Relevant Information

- DUNS Number
- CAGE Code
- SICs
- ISO 9000/9001
- (ISO certified company is one that complies with various international standards such as product quality, environmental friendliness, safety, reliability, and economical)
- Awards and Special Recognition
- SBA HUB-Zone Certified Small Business
- Veterans-Owned Small Business (VOSB)
- Service Disabled Veteran Owned Small Business (SDVOSB)
- Disabled Veterans Owned Business (DVBE)
- Small Business Certification (SB)
- Women Owned Small Business Certified (WOSB)
- 8 (a) Certified Small Business
- Certified Veteran Enterprise (CVE)

Company Specific and Relevant Information

- Company Contact Information
 - Physical Location
 - Mailing Address
 - Telephone Number
 - Facsimile Number
 - Email
 - Website
 - Subsidiary locations

Company Specific and Relevant Information

Past Performance

- List most recent Three Years Past Performance
- Start Up or in Business less than 24 months list past performance capabilities, qualifications, professional certifications, and licenses

- Additional Content :
 - Branding
 - Company Bonding
 - Niche Performance Measurable(s)

Purpose of a Capabilities Statement

- Introduce and Showcase your Company's Primary Performance Capabilities - What is your niche?
- Solidify a relationship with a Contracting Officer or Small Business Specialist
- Ascertain a Federal, State or Prime contract

Types of Capabilities Statements

- Federal Agencies
- State Agencies
- Local Municipalities
- Prime Agencies

Know Your Target Audience

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What is the profile of the agency you are targeting

What is the targeted agency/prime buying and/or selling

What is the agency/prime annual spending budget/categorically

How often does the agency/prime they Buy

What is the agency/prime budget cycle

Do you understand the agency's/primes soci-economic priorities

Who does the agency/prime currently buy from

Competition

Teaming

Sub-Contracting

How does the Agency/Prime buy

Fedbiz.ops

GSA

DGS

Do you know the POC

Have a Victorious Mindset

- Think of It as a well branded Resume for Your Business
- Format, Edit and Spell Check Your Document
- Emulate a Professional Corporate Image
- Security Measures - PDF
- Cover Letter

Professional Demeanor

- Business Etiquette
- Business Attire
- Business Mindset
 - Understand Your Company's Expectation (Reality Therapy)
 - Know Your Victorious Outcome
 - Proper Planning
 - Take Action (Do not play the Victim Card)
 - The Destiny of Company is In Your Hands

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Q and A

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- Thank you and have a VICTORIOUS Day!