

# Government Contract Assistance Program GCAP

How To Write A Powerful Capability Statement  
Government contract Opportunities Match-GCOM



# Topics For Today

- ▶ What is a powerful Capability Statement
- ▶ What is the purpose of a Capability Statement
- ▶ What should I include on my Capability Statement
- ▶ How to use your Capability Statement
- ▶ What is GCOM -Government Contract Opportunities Match
- ▶ How to sign up for GCOM
- ▶ How to work with GCAP to perfect your GCOM profile
- ▶ Tips for success when creating your Bid Match Profile

# What is a Capability Statement

- ▶ 1-2 page document
- ▶ Snapshot of your business serves as a resume for your business
- ▶ Marketing tool for your business
- ▶ Who you are and what you do
- ▶ What you sell (product or service)
- ▶ Specific qualifications
- ▶ What makes you stand out from your competitors
- ▶ Used to compare you with other businesses

# Why Have a Capability Statement?

- Introduction to agency buyers or prime contractors (a door opener)
- Many prime contractors require potential subcontractors to submit before doing business with them
- Huge marketing tool
- Many government agencies require a Capability Statement with proposal response
- Proof of your qualifications
- Highlights your special skills, awards, & education
- City of Eugene, University of Oregon, and Lane County ask for Capability Statements



# Powerful Capability statement

- ▶ Will open doors to contracting opportunities in the federal, state, and county government
- ▶ Sets your company far above your competition
- ▶ Gives the decision-maker a reason to spend time with you
- ▶ Be competitive in the market place
- ▶ Build relationships with the important decision-makers
- ▶ Constant reminder of your firm
- ▶ A Capability Statement is the tool that sets your company head and shoulders above your competition!!!



# Who Is Your Target Audience?

- ▶ Current customers looking for additional sales
- ▶ Potential customers you want to add
- ▶ Government agencies you wish to engage in a working relationship
- ▶ Respond to sources sought
- ▶ Respond to RFP, RFQ, RFI
- ▶ Meet and greet, vendor shows
- ▶ Prime contractors



# When Can You Use a Capability Statement?

- ▶ Networking events
- ▶ Sales calls
- ▶ Matchmaking events
- ▶ Meet and greets
- ▶ Post on your website
- ▶ Email to agencies/prime contractors



# Highlights

- ▶ Appealing graphics
- ▶ Professionally laid out formats
- ▶ High quality paper
- ▶ Logo, corporate color , graphics, and branding
- ▶ Good visual layout
- ▶ Keywords





# Parts of a Capability Statement

- ▶ Company Narrative
- ▶ Key personnel
- ▶ Contact information
- ▶ Company-specific information
- ▶ Products and/or services
- ▶ Trading partners
- ▶ Past performance
- ▶ Client list
- ▶ Additional selling points

# Company Narrative

- ▶ Brief history-tell your story
- ▶ List products
- ▶ Elevator speech
- ▶ Short -to the point
- ▶ Business start date



# Key Personnel

- ▶ Owner, president/or principal
- ▶ Relevant experience, training, education, licenses, certifications or security clearance of your key personnel
- ▶ Number of employees
- ▶ Enough employees with the correct expertise to do the job

# Contact Information

- ▶ Main physical location
- ▶ Mailing address
- ▶ Telephone/fax
- ▶ Email
- ▶ Website so important to have one!
- ▶ Branch locations or alternate methods of contact
- ▶ Cell phone



# Company Specific Information

- ▶ DUNS number
- ▶ CAGE Code
- ▶ Corporate structure
- ▶ Credit cards (do you take credit cards?)
- ▶ Socio-economic set-asides (WOSB, VOSB, MOSB) small business, HubZone 8a
- ▶ Licenses, certifications, awards, recognitions, bonding



# Products and or Services

- ▶ List of products and/or services
- ▶ NAICS codes-with description (federal or state)
- ▶ List primary NAICS code
- ▶ Special facilities
- ▶ Special equipment
- ▶ Why is your product/service a better solution

# Company Trading Partners



- ▶ Distributors
- ▶ Dealers
- ▶ Suppliers
- ▶ Don't be afraid to drop names ( I did all the fence removal for Pat @ the Medford BLM)

# Past Performance

- ▶ Prior experience
- ▶ List two or three major past jobs (federal, state, local or commercial)
- ▶ Successfully performed
- ▶ Similar in nature and scope to the kind of business you are most interested in marketing to
- ▶ Appeal to your target audience





# Additional Selling Points

- ▶ Make sure that you include any other information that will help you to sell your business to targeted customers
- ▶ Staff certifications/licenses
- ▶ Company Certifications/licenses
- ▶ Company bonding/insurance
- ▶ What makes you unique
- ▶ Special capabilities

# Putting It All Together

- ▶ Think business resume
- ▶ Limit to one page (front and back)
- ▶ Try 2 columns per page
- ▶ Use MS word, publisher or any program that works for you
- ▶ Use company logo and letterhead
- ▶ Good quality paper
- ▶ Proof...proof.. Then proof again
- ▶ Convert to PDF for security & ease of e-distribution
- ▶ Call it what it is! Capability Statement



# End Result

- ▶ A great marketing tool for your business
- ▶ A clearer understanding of your business-makes selling your business easier
- ▶ ID some ‘holes’ to fill in your capabilities
- ▶ Troubleshoot & corrective action plan
- ▶ Articulate what your company does and does best! Your “elevator speech”
- ▶ Assist you to fill in online capability forms requested by large prime contractors & some government agencies



# Methods Of Distribution

- ▶ Email
- ▶ Hard copy
- ▶ Post on your website
- ▶ Submit online
- ▶ Networking events
- ▶ Sales calls
- ▶ Matchmaking
- ▶ Meet and greets
- ▶ Conferences

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# Business Cards

- ▶ What can you do to make sure your business card is the one that they keep?
- ▶ Information must be clearly stated and easy to read
- ▶ Put your logo on your card (logo should not cover up any information)
- ▶ Put your website on the front
- ▶ Business e-mail address
- ▶ Have a pleasing color scheme
- ▶ Use at least 9-point font
- ▶ No plastic business cards (you can't write on it)
- ▶ Your business name and what is on your card should reflect what you actually do.

# Business Cards

- ▶ Front of the card
  1. Company name
  2. Address and e-mail
  3. Phone numbers
  4. Socioeconomic status (certifications-federal and state)
  5. Key words
- ▶ Back of the card
  1. Primary NAICS
  2. DUNS & Cage Code



# What Do People Remember About You

- ▶ Face
- ▶ Logo
- ▶ Sharp “elevator speech” five minutes or less
- ▶ Knowledge of customer needs
- ▶ Unique capabilities
- ▶ Follow up (regularly, but not too often) ask for their preferred method of follow-up





# Questions On Capability Statement??



# GCOM

## Government Contract Opportunities Match

- ▶ What is GCOM
  - ▶ Software designed specifically for PTACS
  - ▶ Uses your profile to search for open solicitations
  - ▶ Sends you a synopsis of any solicitation that meets your criteria
- ▶ GCAP's Bid Matching Program



# Business Information

- ▶ If you are not in SAM you cannot be awarded a federal contract. If you have not registered in the SBA Profile people (contracting officers, prime contractors) can't find you & you can't register for any SBA programs (HUBZone, 8(a), WOSB, EDWOSB etc.)
- ▶ Business Ownership/Size
  1. Federal
  2. State
  3. Number of Employees
  4. BIN-Business Identification Number



# Product and Service Codes

- ▶ Letters - services
- ▶ Numbers - products
- ▶ Each code is broken down further
  - ▶ F/Natural Resources & Conservation  
F014/Tree thinning
  - ▶ 10/Weapons  
1040/Chemical weapons and equipment
- ▶ GCAP can assist to find the codes that apply

# Option Detail

- ▶ Search options
  - ▶ FedBizOpps - any federal lead estimated to be over \$25,000
  - ▶ State/Local
    - ▶ Searches numerous sites in every state
  - ▶ International Leads
  - ▶ Simplified acquisitions/DLA - Products
    - ▶ Under \$100,000

# Oregon sites searched daily

- ▶ Beaverton School District, Oregon
- ▶ City of Albany, Oregon
- ▶ City of Beaverton, Oregon
- ▶ City of Eugene, Oregon - Request for Proposal
- ▶ City of Eugene, Oregon - Request for Quotes
- ▶ City of Eugene, Oregon - RFQs
- ▶ City of Gresham, Oregon
- ▶ City of Medford, Oregon - Purchasing/RFPs
- ▶ City of Portland, Oregon
- ▶ City of Salem, Oregon
- ▶ City of Tigard, Oregon
- ▶ Marion County, Oregon - ITB/RFPs

# Fees for GCOM

- ▶ Free two-month trial
- ▶ Annual fee federal fiscal year (October 1- September 30) for any geographic area flat rate of \$60.00
- ▶ Oregon leads, states of your choice, whole U. S. & international

# Search Criteria

- ▶ Determine the product/service your business will market to the government
- ▶ Find the appropriate codes
  - ▶ NAIC
    - ▶ North American Industry Classification
    - ▶ <http://www.census.gov/epcd/www/naicstab.htm>
  - ▶ Product/Service codes include FSC (4-digit) if necessary
    - ▶ FSG/Federal Supply Group (2-digit)
    - ▶ SC/Service Code (letter)
    - ▶ FSC/Federal Supply Class (4-digit)



# Keywords

- ▶ Be as descriptive as possible
- ▶ Use two-words if possible
  - ▶ Example: Tree + Plant  
for a business that offers tree planting
- ▶ Keep up with the industry/agency description
  - ▶ Example: brush cutting/mowing became fuels  
reduction

# Monitor your leads

- ▶ Look at what you get and why you got the lead
- ▶ Let us know if a code or keyword is generating inappropriate leads
- ▶ Make changes at any time
- ▶ Keep us informed
- ▶ Let us know when the service is working for you or isn't working for you

# Links

- ▶ FedBizOpps - All federal leads over \$25,000
  - ▶ <https://www.fbo.gov/>
- ▶ Department of Interior
  - ▶ <https://www.fedconnect.net/Fedconnect/>
- ▶ ORPIN - Oregon Procurement Information Network
  - ▶ <http://orpin.oregon.gov/open.dll/welcome?language=En>

# PTAssist

- ▶ [www.ptassist.com](http://www.ptassist.com)
- ▶ Make sure we have your correct email on file
- ▶ More than one email can be used
- ▶ 60 day free trial
- ▶ \$60.00 per year (can be pro-rated)
- ▶ Keywords!!! No limit
- ▶ Research your keywords
- ▶ Tips for success

# Questions On GCOM???

