



ptac

Procurement Technical
Assistance Center (PTAC)

**PREPARING AN EFFECTIVE CAPABILITY STATEMENT
FOR LOCAL GOVERNMENT CONTRACTING**

Robin Livingston

What is a CAPABILITY STATEMENT

- Your capability statement should be part of your overall marketing plan
- Business resume
- Website:
 - Should I have my capability statement on my website? Yes!
 - Should my letterhead match my website? Yes!
 - Should my CAPABILITY STATEMENT match my website and letterhead? Yes!
 - They should mirror each other, same logo etc.
- Example: www.atriaxgroup.com

When do you use a CAPABILITY STATEMENT?

- Person to Person
 - Conferences, Prime Contractor outreach events, Agency and installation small business days, matchmaking events, and social events as you deem appropriate.
 - BBR JAN 30th!
- Virtual
 - Email, website (24/7), blog or LinkedIn

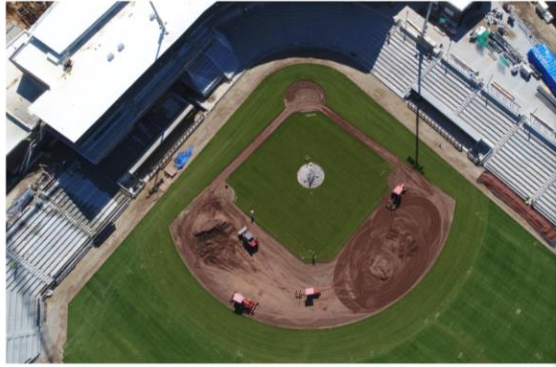
Who do I target?

YOUR BUSINESS

- As Prime Contractor →
- As Subcontractor →
- As Team Member →

POTENTIAL TARGETS

- Local Government Agencies
- Prime Contractor
- Teaming Partners



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Marketing 101

CAPABILITY STATEMENT feedback from Procurement Departments

- What do they do?
 - Relevant to the agency / audience
- Where are they located?
- What is their capacity?
- How do they accept payment?
- Who have they worked for?
- Who do I contact?
- Do they have appropriate bonding / licensing?

First Impressions

- Always professional
- Check email address, website address
- TYPOSSSSSS...
- Know what your NICHE is and **DO NOT** try to be all things
- What do you do best? Lead in with that....
- Prove it...
- Think RISK ASSESSMENT

Who are the Decision Makers?

Procurement Staff

Department Managers/Officials

Program and Technical Managers

End users (small purchases / pro- card purchases)



Elected officials are not responsible for evaluation and selection of vendors. Formal awards are approved at the appropriate board level after evaluation.



Thompson & Little, Inc. Capability Statement

Company

Thompson & Little, Inc. was founded in 1945 and since inception, has continued to be a market leader in the food service industry. T&L is a recognized leader in our industry whose high standards, consistency and loyalty has not only benefited our customers, business partners and employees, but we have created an environment of trust, relationship building, reliability and prosperity as well.

Named one of the Top 50 volume dealers in the nation by EER Magazine, as well as the 2014 "Top Achiever Dealer" by F.E.S. Magazine, T&L has always prided itself on providing the highest quality food service equipment and supplies the industry has to offer. Our mission is to establish reliable business partnerships with proven organizations that result in successful performances and long term relationships with the Federal Government.

We are an elite Federal Contract 73 provider, who has had the privilege of supplying and servicing the Government with Foodservice and Janitorial Products for over 71 years. T&L has a proven track record as expertly quoting and completing projects for our Customers and our quality is second to none. We look forward to continuing that track record of excellence with you for years to come.

Primary NAICS

- 423440 - Other Commercial Equipment Merchants/Wholesalers
- 423740 - Refrigeration Equipment and Supplies Merchants/Wholesalers
- 423830 - Industrial Machinery and Equipment Merchants/Wholesalers
- 423850 - Service Establishment Equipment and Supplies Merchants/Wholesalers
- 332213 - Metal Kitchen cookware, Utensil, Cutlery, and Flatware Manufacturing
- 333241 - Food Product Machinery Manufacturing
- 333318 - Other Commercial and Service Industry Machinery Manufacturing

Primary PSC/FSC

- 4110 - Refrigeration Equipment
- 7310 - Food Cooking, Baking and Serving Equipment
- 7320 - Kitchen Equipment and Appliances
- 7330 - Kitchen Hand Tools and Utensils
- 7340 - Cutlery and Flatware
- 7350 - Tableware
- 7360 - Saws, Kins, Cutlery and Modules, Food Preparation and Serving

Differentiators

- 3rd Generation Foodservice Dealership
- Certified Woman-Owned Small Business (WBE, WOSB)
- Certified Small Business (SB)
- Certified NC HUB
- One of the largest Dealers in the Southeast (Top 50 Nationally per EER, Magazine)
- Member of S.E.E.A., the strongest Buying Group in our industry
- Dedicated Government Team



Government Sales Manager

Shelly Sorrells
ShellyS@ThompsonLittle.com
933 Robeson St., Fayetteville, NC 28305
910-484-1128 Ext. 120

CAGE CODE - 1DR96
DUNS - 024556128



Past Performances

T&L's experience and performance shows a clear trend of excellent customer service and communications, we not only arrive for flawless execution, we insist on it and have an in-depth understanding of our customers' wants and needs.

We continue to demonstrate our ability to provide immediate results for the Government Agencies listed below and more.



- Department of Defense
- Department of Homeland Security
- Department of Justice
- Department of Veterans Affairs
- Department of the Interior
- General Services Administration
- Department of the Interior
- Department of the Army
- Department of the Air Force
- Department of the Navy
- Missile Defense Agency
- Department of Agriculture

Our Services & Core Competencies

- Food Service Equipment & Supplies
- Ice Machines
- Refrigeration
- Countertop & Cooking Equipment
- Bake & Cookware
- Food Transport Equipment
- Dining & Buffet Products
- Food Prep & Supplies
- Walk-in Coolers/Freezers
- Exhaust Hoods & Fire Systems
- Table, Booths & Seating
- Bar Equipment and Supplies
- Smallwares
- Dishmachines & Conveyors
- Shelving & Storage
- Custom Serving Lines
- Sinks, Faucets, Hoses
- Equipment Delivery & Installation
- Budget and Planning Consulting
- Training & Demos Available

<http://thompsonlittle.com/>

Marketing 101 continued

- Should the business be registered? Depends on your target market!
- Who is your target market & who funds them = what rules they must follow
 - NC DOT- State
 - FAST- Federal
 - City, County, PWC...Local Tax Payers & Rate Payers
- Local Government Procurement Sites
 - www.faybids.com
- Required documents needed to register at **most** local agencies
 - Legal Name, Trade Name, Invoicing Name...
 - EIN
 - Type of Business Entity
 - Annual Gross Receipts

CAPABILITY STATEMENT– Why it matters

- Local government agencies are NOT set up like Federal Agencies
 - There may not be a Contracting Officer
 - There may not be a Small Business Officer
 - There are no set-asides: certifications are good, but not necessary (something to highlight for subcontracting opportunities)
 - Many times, Finance Departments handle purchasing and procurement. The staff may not be long term procurement professionals and may be more familiar with business flyers and not federal government capability statements, commodity codes and lingo

CAPABILITY STATEMENT– Why it matters

- A poorly written statement:
 - May convey misunderstanding the target market AKA customer/agency/prime contractor
 - Your target may think you will not be responsive to agency needs
 - Does not showcase your relevant strengths and capabilities / capacities
 - Agency may have questions as to responsibility (can the vendor obtain required insurance, bonding...)
 - May convey a lack of attention to detail

5 Key Elements Required to Get Noticed

- Call it what it is....CAPABILITY STATEMENT
- What is your CORE Competency?
- Past Performance
 - If you have no past performance, list relevant experience (work history, subcontracting...)
- Differentiators- are you local?
- Company Data (accurate and up to date, include a POC **name**, phone, email)

“Capability Statement” as Title

- Call it what it is
- First words are “CAPABILITY STATEMENT
- Business logo
- Contact information
- A mini business card across the top of the doc

Core Competencies

- Section Title: Core Competencies
- Focus on the target
- Short introduction statement mentioning the audience
 - Example: Ensley's Cleaning Service is a certified veteran-owned janitorial and water damage clean up and mold remediation business, based in Fayetteville, NC. Ensley's specializes in services for commercial, residential and government properties.
 - Relate your company's core competencies to the TARGET'S specific needs
- Followed by key-word heavy bullet statements

Past Performance

- Section Title: Past Performance
- List past customers for whom you have done similar work, prioritize by:
 - Internal to that agency
 - Related agency
 - Other government entities: federal, state, and local
 - Commercial Contracts
- Show how that experience will benefit the current customer
- What was the value added?



the Fayetteville DOGWOOD FESTIVAL



Example 1: If you were the Prime

Town of Spring Lake: provided cyber security services to enable the effective use of enhanced recognition scanners thereby reducing costs of on-campus security by \$234,000 over three years. Town service contract for \$1.1M.

Mr. Paul Beal, Procurement Manager, 910-433-1482,
pbeal@springlakeNC.com

Example 2: If you were the Sub

As a subcontractor to ACME Company, we provided cyber security services to enable the effective use of recognition scanners to identify potential active shooters at 10 Cumberland County School locations . We reduced costs by \$124,000 over two years and reported zero active shooter incidents.

Gwendolyn Baker, Purchasing Director, 910-672-1422,
Gbaker@CCNCschools.com

Example 3: If you were an employee

As an employee of City of Fayetteville Police Department, I provided cyber security services to enable the department to locate the City's most wanted online scammers using high end phishing recognition scanners. We located 10 cyber scamming companies during my 3 years of employment.

Sgt. Smith, Fayetteville PD, 910-323-5688,
Bsmith@CityoffayPD.com

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.

What is unique about

- Amazon
- Instacart
- Benny the Milk Dog

What is unique about your business?

Differentiators Defined, # 2

- Identify what makes you different from your competitors
 - Location and/or locations- **ARE YOU LOCAL?**
 - Year of experience in the industry
 - Training certifications
 - Relevant certifications (OSHA, DBE, HUB...)
 - Exclusives (we created the XYZ process)
 - Relationships
 - Awards
 - Family business (conveys generations of experience and industry knowledge)
- And how it benefits the targeted: Agency, prime, or 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 / hobbyist

Differentiators are NOT

- “Quality” people, services and products...NO
- At Ensley’s Cleaning Services we have over 136 years of experience...NO
- “Solutions Provider”...NO
- Best in class? World class? ...NO

Best to have 2 or 3 strong differentiators than an entire list of mediocre or poor

Differentiator Questions

- Why did the business land their largest account?
- How and why is the business the best choice for the needs of the current business opportunity?
- What makes the business stand out from everyone else?
- What is it about the businesses employees that give them an advantage over everyone else?
- What makes the business seem like a viable choice?
- What makes the business look as if it has the capacity to bid or provide a quote?

Company Data

- NAICS / Commodity Codes the agency uses
- Any relevant certifications
- 1 or 2 sentence summary of highlights
- Financial Stability
- Number of employees
- Capacity
- Teams/Partnerships
- Contact information
 - **Name**
 - Email address
 - Telephone (check your answering machine message)

Tips for Success

- Tailor the Capability Statement to the target market
 - Local agency
 - Prime
 - Potential business partner
- Use their terminology & commodity codes
- The business may have many versions
 - Master resume AKA Master Statement- this can be on your website
 - Update for your audience- use both sides for the BBR
 - 1 for local government agencies/1 for primes
- Save as PDF- always send as PDF when emailed
- Capability Statement should mirror the website as stated earlier in the presentation

Quick Review

- First impressions are critical with accurate information
- Easily understood by anyone in an agency
- Capture the interest of agency purchasing personnel
- Key elements you must include- POC
- Common mistakes
- Talk the talk- think from the POV of the agency
 - Professional Development
 - Disaster Cleanup
 - Local polices / initiatives
 - Board Meeting, Council Meeting, Commission Meeting
 - City- \$200M Stormwater Projects
 - Hope Mills- \$16M Parks & Rec Project
 - PWC- Annual Annexation Projects
 - City- Airport Expansion (Resolute Building Company)

Cumberland County to spend \$10.5M to send water to GenX contaminated Gray's Creek



THANK YOU

See you at the BBR JAN 30th!
www.faybids.com

Visit www.nc-ptac.org to learn more about the NC PTAC program.

The Procurement Technical Assistance Center is funded in part through a cooperative agreement with the Defense Logistics Agency.