

Salem Capital Connections

- ▶ Government Contract Assistance Program GCAP
- ▶ Oregon's Procurement Technical Assistance Center PTAC

GCAP

- ▶ GCAP- Government Contract Assistance Program
- ▶ Oregon's PTAC (Procurement Technical Assistance Center)
- ▶ This Procurement Technical assistance Center (PTAC) is funded in part through a cooperative agreement with the Defense Logistic Agency (DLA)
- ▶ GCAP is also the recipient of funding from Business Oregon
- ▶ PTACs are a nation-wide network of assistance centers
<http://www.dla.mil/HQ/SmallBusiness/PTAC.aspx>
- ▶ Counselors located across Oregon provide free government contracting counseling in addition to free and low-cost training along with the GCOM Bid Match Service

GCAP Services

- ▶ Understanding the Government Marketplace
- ▶ Match capabilities with contract opportunities
- ▶ Obtain required registrations and certifications for federal and state
- ▶ Understand the regulations, rules and procedures
- ▶ Marketing goods or services to specific agencies
- ▶ Comply with Cybersecurity requirements
- ▶ Responding to Solicitations federal and state



Government Contract Assistance Program GCAP

How To Write A Powerful Capability Statement
Government Contract Opportunities Match-GCOM
Marta Clifford, Procurement Counselor



Oregon's Procurement
Technical Assistance Center

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



Purpose of 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
- Proof of qualifications and proof of Past Performance
- City of Eugene, University of Oregon, and Lane County ask for Capability Statements along with federal Contracting Officers, and Sources Sought notices

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 with
- ▶ 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
- ▶ Include in proposal response/Sources Sought

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



Section headlines

- ▶ Company Narrative/Summary-Introduce yourself a short overview of your company (what will matter to the audience)
- ▶ Core Competencies-What do you do well/what is in your wheelhouse that is a fit for the audience (what would you say in your “elevator speech”
- ▶ Differentiators-What sets you apart or ahead of the other companies (your competition) what makes you, your key employees, and your business qualified
- ▶ NAICS/PSC-what is your business qualified to do
- ▶ Certifications/awards-State and or federal certifications awards and licenses
- ▶ Make sure you put the title at the top “Capability Statement”



Company Narrative/summary

- ▶ Brief history-tell your story
- ▶ List products
- ▶ Short -to the point
- ▶ Business start date
- ▶ Introduce yourself
- ▶ Should be in complete sentences



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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
- ▶ Names of contracting personal you have worked with



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

Clear Value Statement

- ▶ Know your business-details of what makes you different from your competitors
- ▶ Clear statement relating to the specific needs of the agency
- ▶ How is your company best suited for the needs of this agency?
- ▶ What makes you stand out from the rest?
- ▶ How do your employees make you stand out? (experience, education awards, certifications)
- ▶ Know your business!



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



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!!!**



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” (30 to 45 seconds)
- ▶ 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??



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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
 - ▶ Beta.sam.gov
 - ▶ State/Local
 - ▶ Searches numerous sites in every state
 - ▶ International Leads
 - ▶ Simplified acquisitions/DLA - Products
 - ▶ Under \$100,000

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

- ▶ Beta.sam.gov - All federal leads over \$25,000
 - ▶ <https://www.beta.sam.gov/>
- ▶ Department of Interior
 - ▶ <https://www.fedconnect.net/Fedconnect/>
- ▶ ORPIN - Oregon Procurement Information Network
 - ▶ <http://orpin.oregon.gov/>

PTAssist

- ▶ 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
- ▶ Get the GCOM form from your GCAP Counselor!!

Questions On GCOM???

