

# Marketing Essentials: Building a Capability Statement

Presented by:

Raymond L Vargo  
[rvargo@katz.pitt.edu](mailto:rvargo@katz.pitt.edu)

Director  
University of Pittsburgh Small Business Development Center  
Institute for Entrepreneurial Excellence  
Joseph M. Katz Graduate School of Business  
412.648.1542

# Part One: Know Thyself

- A capability statement is a marketing piece to help you attract business
- Before you put together your statement you are going to want to look at where your business currently is and where you want it to be in order to build your message
- Once you have done the groundwork the capability statement should be a piece of cake!

## Is Your Company Read For Growth?

1. Sufficient Resources  
(Time, People, Money)
2. Potential Business is enough to warrant  
devoting resources to this area.
3. Business Plan  
(Action Steps, Measureable, Results)
4. Cash Flow
5. Timing

# Elevator Pitch

## KNOW YOURSELF

Before you can convince anyone of your elevator pitch you need to know exactly what it is.

You need to define precisely what you are offering,

what problems you can solve,

and what benefits you bring to a prospective client.

# Elevator Pitch Outline

1. Who am I?
2. What do I offer?
3. What problem is solved?
4. What are the main contributions I can make?
5. What should the listener do as a result of hearing your pitch?

# What is a Capability Statement?

- A 1-2 page summary highlighting who your company is and what they do (an elevator pitch for the firm)
- Should be a factual representation of the firms current capabilities
- Although it is factual it is still a marketing piece and you need to make sure you stress what differentiates you from your competitors, what makes you unique and why

# Being Prepared: Making sure you are properly targeting

- Chances are you may be meeting a different need when applying to different agencies or different projects, make sure you properly form your capability statement for the project
- Also make sure that what you are targeting fits into your strategic plan

# Do Your homework!

- Familiarize yourself with the agency you are targeting
- Look at their current needs and figure out ahead of time how you can solve them
- Be prepared to also deliver the 30 second elevator pitch we discussed earlier
- Analyze the Request for Proposal carefully as to exactly what processes and product tolerances or specifications the work product or deliverables require.



# Why should I have a Capability Statement?

- Resume for your firm
- Required by many government entities
- A way to prove your past performance
- A way to show that you are qualified
- To show differentiating qualities from competition
- A way to get your foot in the door

# Can be used for different purposes

- 1) 1-2 page brochure used as resume in order to make introductions
- 2) 1+ page document attached to requests for proposal or bids
- 3) A detailed presentation on capabilities
- Today we will focus on the capability statement as a document as an introduction

# Getting out your message

- Remember this is a marketing piece, make it interesting, include your logo and other relevant branding images
- Make it visually interesting!
- Make sure it is succinct
- Show how you are going to solve that particular agencies problems
- Tailor to meet the agencies mission

# Core Competencies

- What sets you apart?
- What are the specific things you do better than anyone else?
- This should speak to your target consumer, what can you do for them?
- What problem are you solving for your customer?
- Remember our SWOT analysis

# Qualifications

- Who are your people and what unique experience do they have?
- What are your key processes and how does it set you apart?
- Be sure to highlight the unique qualifications, personnel, and examples of experience that precisely describe how your company is exactly qualified to produce the RFP work product or deliverables.

# Past Performance/Experience

- Highlight some of the contracts you have performed in the past, the size of the contract, the length of the contract and a brief description of what services you performed
- Use examples that highlight how you can serve the organization you are selling the contract too
- Include specific contact information for references

# Differentiators

- Do you have any special or unique processes?
- Do you have any specific equipment?
- Remember when we talked earlier about having a unique value proposition
- This is where you tell the government agency why with all of their options for contracting you are the best to meet their needs

# Company Data

- Size of your firm
- Revenue
- Facilities, tools, technologies
- Number of employees
- Geographic area you serve
- Insurance or Bonding information
- Relevant Codes (Duns, CAGE\*, NAICS, NIGP, PSC/FSC, etc...)



# Contact Information

- Include a specific person to contact
- E-mail
- Phone Number
- Fax Number
- Address

# Remember!

- Keep it current
- Make sure you update it depending on the agency
- This is your firms resume, make it shine!

# SWOT Analysis

## ■ Strengths

- What does the firm do well internally?
- What sets you apart?

## ■ Weaknesses

- What can the firm improve upon?

## ■ Opportunities

- What new things can be capitalized on?

## ■ Threats

- What things can drastically hurt your business?

# SWOT Assessment Areas

## Internal Inspection Areas:

- Financial assessment
- Customers
- Management capabilities
- Employee base
- Organization/ structure
- Products
- Channels
- Processes/ productivity

## External Inspection Areas:

- Prospects
- Economic climate
- Market size/ dynamics
- End-user markets
- Competitive intelligence
- Product viability
- Critical success factors

# QUESTIONS?