Creating a Capability Statement

The Illinois Tollway

Making a Connection: Engaging Our Vets

Rita Haake, PTAC Program Manager
Amber Gardner, PTAC Coordinator
Illinois Procurement Technical Assistance Center
College of DuPage Center for Entrepreneurship
Purpose

- Introduction
- Create interest (marketing)
- Outline initial qualifications
- Emphasize capabilities and resources
- Highlight reasons for selecting your business
Are you ready?

- Sufficient Resources
  - (Time, People, Money)
- Potential Business is enough to warrant devoting resources to this area.
- Business Plan
  - (Action Steps, Measurable, Results)
- Cash Flow
- Timing
Know Yourself and Your Business

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
- what benefits you bring to a prospective client
Types

- General
  - Outreach events
  - Meetings
  - E-mail

- Specific
  - Sources sought (focus on SOW)
  - Request for Information (RFI)
  - Targeting a specific agency
Overused Phrases

- We have the ‘best’
  - Quality
  - Customer service
  - Pricing
  - Delivery

Make sure you stress what differentiates you from your competitors; what makes you unique, and why.
Additional considerations

- Production control procedures
- Property control procedures
- Quality assurance measures
- Safety programs
- Employee training programs
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 Analysis

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Responsibility

- Federal contracting term (FAR 9.103): RESPONSIBLE
  - Adequate financial resources/ability to obtain them
  - Comply with required delivery
  - Satisfactory performance record
  - Integrity/Business ethics
  - Necessary organization, experience, accounting and operational controls
Why you?

- 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 unique qualifications, personnel, and examples of experience that precisely describe how your company is exactly qualified to produce the RFP work product or deliverables.
What are indications of financial ability?

- Number of contracts (commercial or governmental)
- Contract size
- Years in business
- Resources (employees)
Meeting Schedules

- What are indications of meeting schedules?
  - Number of contracts
  - Amount of repeat business
  - Complexity of requirements
  - Reputation for reliability
Show and Tell

- Do you have any special or unique processes?
- Do you have any specific equipment?
- This is where you tell and show the government agency or commercial company why with all of their options for contracting you are the best to meet their needs
Integrity and Public Opinion

What are indications of integrity (business ethics)?

- Public information
  - Website
  - Local reputation
  - Dun & Bradstreet (commercial usage)
- Company training requirements
- Statement of commitment
- Company code of conduct
Customize, Please Customize

Customize:

- Different agencies
  - Web search: “doing business with (agency name)”
  *Hint: The Illinois Tollway has a great website!

- Commercial companies/ industries
  - Web search: “supplier diversity (company name)”

- Specific projects
  - Align to the SOW (Statement/Scope of Work)
BUSINESS SUMMARY (Or Tagline):

- The Summary should be a paragraph (or less) that tells your reader who you are and what you do. If you wish, the paragraph can include a brief business history.

EXPERTISE/CORE COMPETENCY:

- A brief summary of your expertise, as well as that of your key personnel/staff, highlighting their education and technical experience as it relates to your business.
- Be clear, use bullet points - what do you actually do or sell? How do your capabilities relate to their project?

CUSTOMERS/PAST PERFORMANCE:

- List at least three or four of your key customers, past or present. Company and/or agency names are sufficient.
- Identify projects similar in Size, Scope, and Complexity
Capability Statement Outline

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Small Business Designations:
• VA verified SDVOSB
• Illinois VBP certified SDVOSB
• Cook County certified VBE
QUESTIONS?

RITA HAAKE
PTAC Program Manager
haaker@cod.edu
(630) 942-2616

AMBER GARDNER
PTAC Coordinator
gardnera277@cod.edu
(630) 942-2184

THANK YOU FOR HAVING US!

www.cod.edu/ptac