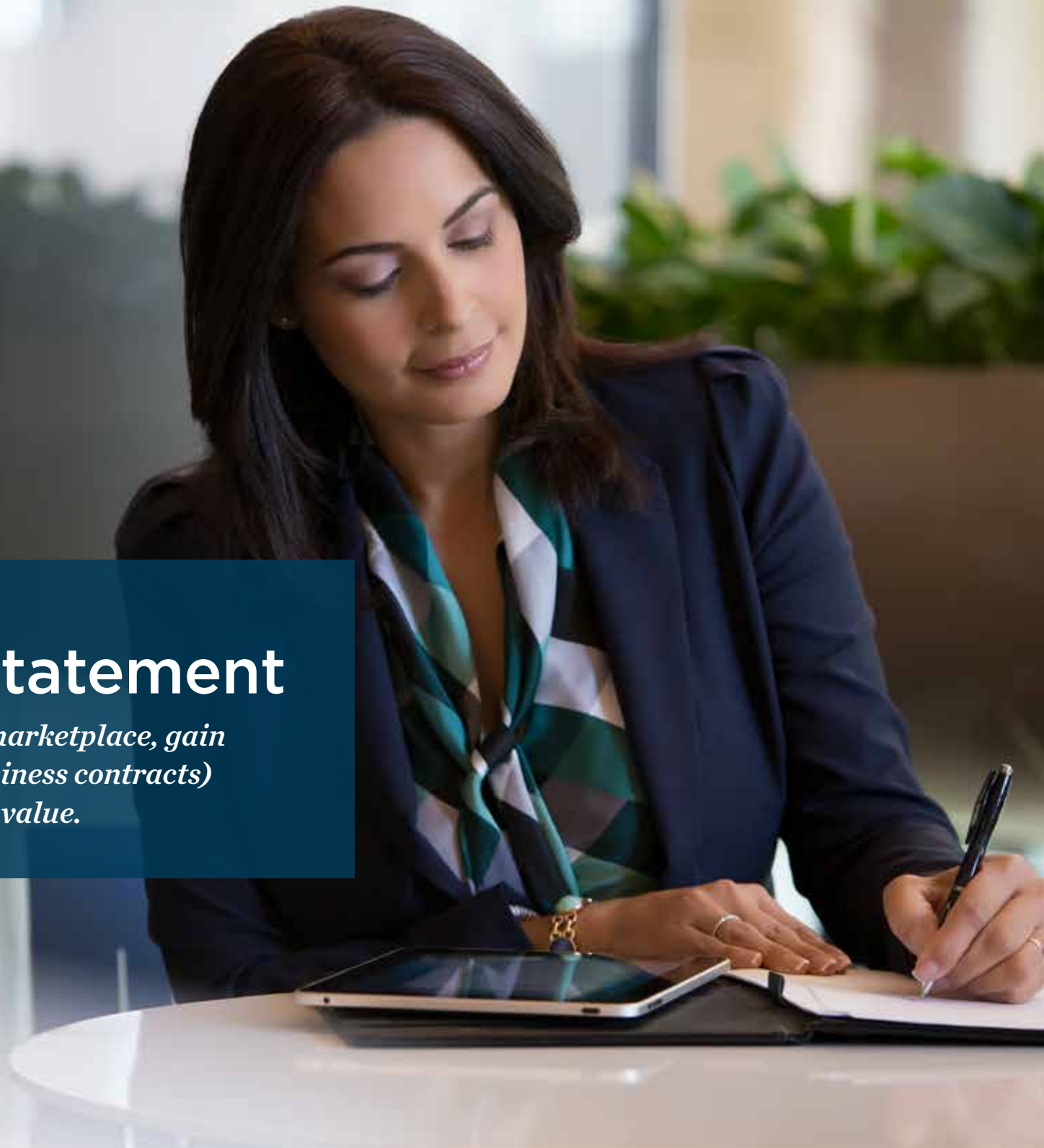




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is on your side

BUILDING A
Capability Statement

Stand out in a competitive marketplace, gain contracts (including big business contracts) and market your company's value.



This guide will help you:



- 1.** Identify the reasons a strong capability statement helps you do business with large companies, such as Fortune 500 companies
- 2.** Identify the key components of a capability statement
- 3.** Help effectively sell your company to potential clients

What is a capability statement?



It's a snapshot of your company that serves as a resume for your business. It's a concise overview of your qualifications and experience that can be used to compare you with other vendors. The benefits of having a capability statement include:

- Clearly shows why you are a “fit” for the customer
- Demonstrates your distinctive competencies
- Provides essential info to customers and partners
- Helps with contracting, no matter the size of the company

Primary types



One-pager

Used to open doors and make introductions



Brochure

Could be used as part of a request for proposal response



Presentation

Used for capabilities briefings



Information in capability statements can be valuable when used in:

- Marketing materials
- Websites
- Google search profiles
- Emails

What it should look like



A capability statement should be a searchable document that can be easily changed or customized and sent as a PDF file or hard copy. Also, it should be:

- Visually interesting with appropriate fonts and color schemes
- Closely aligned with your company's brand
- Brief (one or two pages) and to the point
- Relatable and tailored to the individual customer's needs

What it should look like



Just like a resume, there are acceptable ways for a capability statement to look. Here are some helpful tips on how to make your statement stand out:

- Title the document as “Capability Statement”
- Keep things concise with short paragraphs using short sentences followed by keyword-heavy bullet points
- Outline your product line and/or services, core competencies, value proposition and any specialties, plus your years of experience
- Always try to anticipate readers’ questions and incorporate answers as part of the document
- Unique ownership should be highlighted (e.g., a woman-owned business)
- Conclude with a statement demonstrating “best value”



Core competencies

It's important to know the company you're soliciting and be able to tie your capabilities to their needs. Creating a new statement for each specific opportunity is necessary. It will help the customer connect your products or services to its own strategy, customer impact, brand and market opportunity.

Your core competencies (skills and technologies) are important to identify and clearly state. Make sure to build upon your strength, analyze your operations and determine what part of your business can deliver exceptional results within short time frames. Your core competencies should:

- Provide a particular benefit to your customers
- Create a barrier of entry for competitors
- Position you to enter new markets

Keep in mind, core competencies can be acquired from partnering or licensing. If you gain core competencies by partnering/licensing, then integrate those capabilities to create an advantage.

What to include



Past performance

It's important to describe similar work you have performed in the past — this shows you have the necessary experience. If you want to reference specific customer case studies, be sure to work with business counsel to get the appropriate permissions to use client testimonials.

Differentiators

To help you explain how your company is unique, different and distinct from its competitors, you can talk to past clients to find out how your products or services are distinct from competitors' products or services. Ask them these questions to get started:

- What distinguished my products or services from competitors you considered?
- How did my team specifically add value for you?
- What other factors helped you pick my company over the competition?

What to include



Company data

Keep it straightforward with name, title, phone numbers, email address, company address and website. How you arrange it, though, is very important — make it easy to read while still conserving valuable space:

- If it appears lengthy, split it into two or three columns of equal length
- To emphasize certain portions, bold and/or italicize, such as, **example@companyname.com** and/or **nationwide.com/supplier**

What to include



Company data (cont'd)

Include the size of your company, your revenue, available resources, insurance and bonding capacity, and the typical geographic area you serve.

LOCATION

- List your office locations, with particular emphasis on the ones most convenient for your potential customer
- Include contact information: address, contact person details, office telephone number, office fax, email address, etc.

RELEVANT CODES

- Include your DUNS, CAGE, NAICS, NIGP, or other relevant codes

WEB ADDRESS

- Include your website for additional information; make sure your website is constantly updated and customer-focused

What to include



Company data (cont'd)

FACILITIES, TOOLS OR TECHNOLOGIES

Include your partners, enterprise architecture, computers, or any other technology that will be used to support your client.

FINANCIAL DATA AND BUSINESS SIZE

Include a range of information about your company, including:

- Revenue over last three periods
- Number of employees over last three periods
- Typical geographic areas you serve



Qualifications and credentials

Why is it important to include qualifications and credentials in your statement? First, let's define what they are:

- Qualifications are the unique resources that your company can deploy (people, processes or skills)
- Credentials are examples of previous, unique client experiences that you can draw upon for future projects

Credentials and qualifications establish how much market share you have in your given area of expertise, and capture the essence of your value and the client need fulfilled by your company. You can also include positive feedback regarding others' experiences with your company, or present case studies to add dimension to your capability statement. However, be sure to work with your business counsel to ensure you have the appropriate permissions to use customer testimonials or case studies.

What to include



Your company logo

- Logos generally impart little information, so size it proportionately to your message; be careful not to make it too big or too small
- Place the logo in the upper left or right-hand corner, whichever compliments the overall appearance better

Capability statement templates



[Click here to download Word templates.](#)

Key takeaways



Here are a few important points to remember:

- Capability statements are powerful tools that convey powerful messages
- Your goal is creating lasting impressions
- Make sure you brand yourself
- As you design and build your capability statement, remember that more does not equal better; avoid information overload
- If it's not your forte, invest in someone who can help you
- This is your company's resume, and you can use it to obtain a contract, so make it personal

Sources



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