

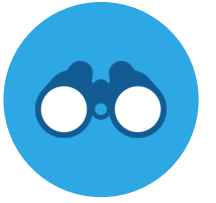


FEDERAL ACQUISITION SERVICE
**INDUSTRY
PARTNER**
SYMPOSIUM

2023

Growing a Diverse, Resilient Government Marketplace

Session 1.3: How to Build/Position Your Firm's Capabilities/Experience



Robyn Rowan
Government Contracting Manager
APEX Accelerators

Prospective Small Businesses | Track 1



Northwest Commission APEX Accelerator How to Build Your Firm's Capabilities in the Government Marketplace.

July 19, 2023

UNCLASSIFIED



Department of Defense Office of Small Business Programs (DoD OSBP) Formerly known as PTAC

The **Procurement Technical Assistance Program (PTAP)** was authorized by Congress in 1985 in an effort to expand the number of businesses capable of participating in the government marketplace.

Administered through the **Department of Defense**, the program provides matching funds through cooperative agreements with state and local governments and non-profit organizations for the establishment of APEX Accelerators to provide procurement assistance.

This APEX Accelerator is funded in part through a cooperative agreement with the Department of Defense.

APEX
ACCELERATORS



APEX Accelerators NATIONWIDE



This nationwide program has one common GOAL: To bring Gov't Buyers together with U.S. Suppliers

Each APEX's mission is to increase government contracts in the region they serve

FREE Services:
One-on-One Counseling & Training

Mission

Serve as the axis for existing and new business to strengthen the defense industrial base by accelerating innovation, fostering ingenuity, and establishing resilient and diverse supply chains.





The APEX Accelerators program, under the management of the Department of Defense (DOD) Office of Small Business Programs (OSBP), plays a critical role in the Department's efforts to identify and engage with a wide range of businesses entering and participating in the defense supply chain. The program provides the education and training that all businesses need to participate to become capable of participating in DOD and other government contracts.

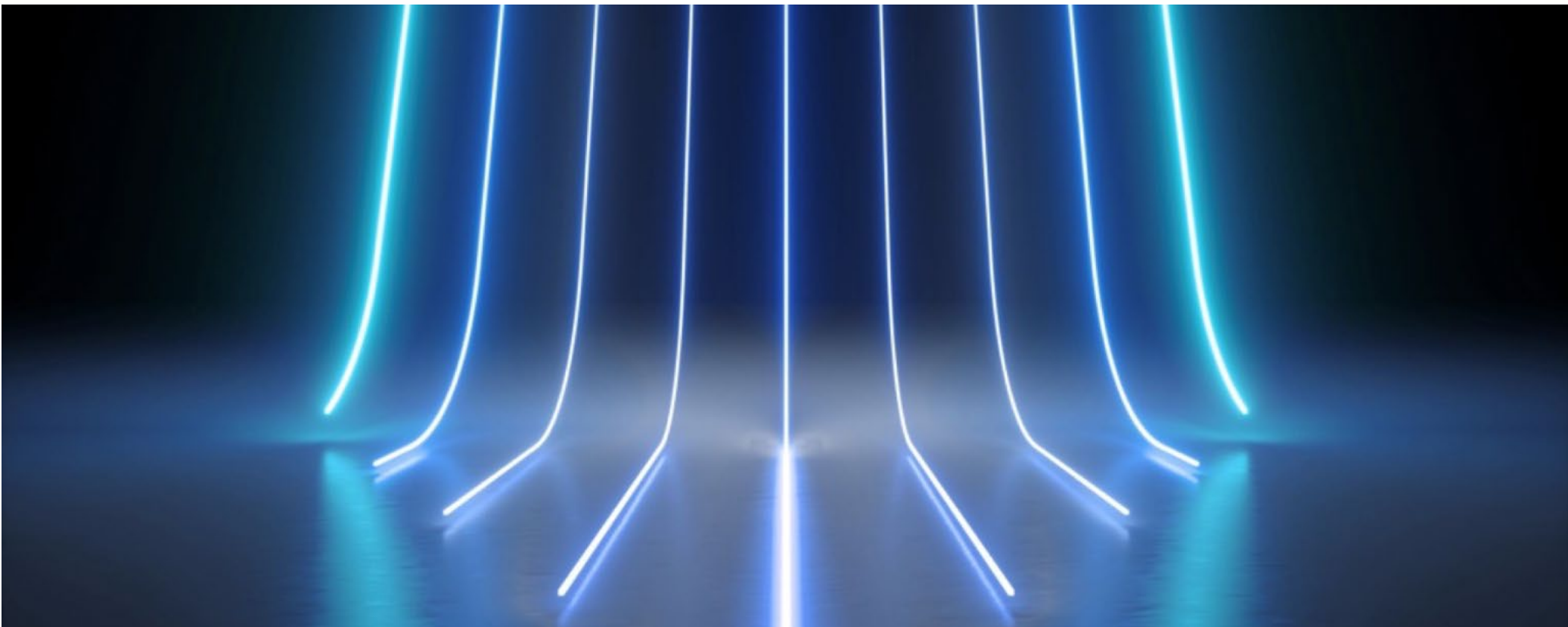
Find your local APEX Accelerator:
QR Code



Or visit our National Association
<https://www.aptac-us.org/find-a-ptac/>



How to Build Your Firm's Capabilities/Experience



How to Build Your Firm's Capabilities/Experience



How to Build Your Firm's Capabilities



Begin by understanding how the government talks and walks

- Find the Government codes that match your product/service
- Where do you find opportunities?
- What are the Keywords the government uses for your industry?
- How does the government purchase your product/service?
- How often does the government buy?

How to Build Your Firm's Capabilities

FIND YOUR INDUSTRY CODES – Unless required to do otherwise by paragraph (b)(2)(ii)(B) of this section, contracting officers shall assign one NAICS code and corresponding size standard to all solicitations, contracts, and task and delivery orders. The contracting officer shall determine the appropriate NAICS code by classifying the product or service being acquired in the one industry that best describes the principal purpose of the supply or service being acquired.

<https://www.acquisition.gov/far/19.102>

Your company can also have more than one NAICS code



North American Industry Classification System

Main	History	Development Partners	Federal Register Notices	FAQs	Reference Files ▾	NAPCS
------	---------	----------------------	--------------------------	------	-------------------	-------

NAICS Search

Enter keyword or 2-6 digit code

2022 NAICS Search

Go

Enter keyword or 2-6 digit code

2017 NAICS Search

Go

Enter keyword or 2-6 digit code

2012 NAICS Search

Go

Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools. Additional information on the background and development of NAICS is available in the [History](#) section of this Web site.

How to Build Your Firm's Capabilities

Your company can also have more than one PSC/FSC code

FIND YOUR INDUSTRY CODES – Product Service Codes (PSC) or Federal Supply Class (FSC)

Difference between PSCs, FSCs, and NAICS codes?

- **Product Service Codes** – is a four-digit code that describes a product, service, or R&D activity purchased by the Federal Government. It is the **WHAT** was bought for contract action which is reported in the Federal Procurement Data System (FPDS)
- **Federal Supply Class Codes (FSC)** - same as PSC and the first 4 digits of a National Stock Number. Both PSC and FSC are used for market research and contract reporting.
- NAICS Codes is the business function – see example

Product Service Codes (PSC)

<https://support.outreachsystems.com/resources/tables/pscs/>



Select your Company's Federal Supply Class (FSC)

Cataloging
HANDBOOK

Department of the Army Supply Bulletin

H2

SB 708-21

FEDERAL SUPPLY CLASSIFICATION Groups and Classes



https://mn.gov/admin/assets/DISP_h2book%5B1%5D_tcm36-281917.pdf

How to Build Your Firm's Capabilities

Now that you have some codes picked out, you can do some research to see if the government is buying what you are selling.

Federal Procurement Data System:

https://www.fpds.gov/fpdsng_cms/index.php/en/

**System for Award Management (SAM)
Contracting Opportunities:**

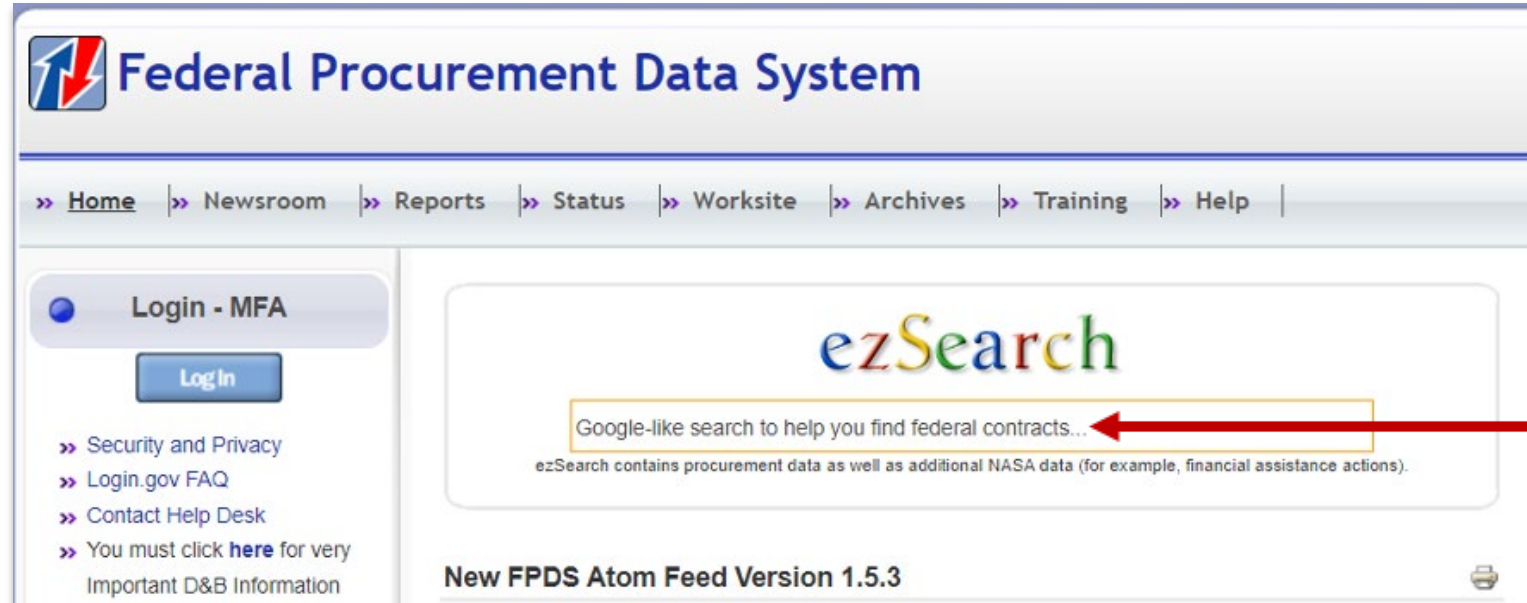
https://www.fpds.gov/fpdsng_cms/index.php/en/

GSA Library:

<https://www.gsaelibrary.gsa.gov/ElibMain/home.do>



How to Build Your Firm's Capabilities



Enter
Keywords or
NAICS code

Federal Procurement Data System:
https://www.fpds.gov/fpdsng_cms/index.php/en/

How to Build Your Firm's Capabilities

Advanced Search

View

PSC/FSC Code

NAICS Code

Type one or more keywords you would like to search on:
561730

Result Page: 1 2 3 4 5 6 7 8 9 10 Next

To submit comments, please click [here](#)

PDF CSV

You must click [here](#) for very important D&B information

List Of Contract Actions Matching Your Criteria

Results 1 - 30 of 178137 as of Jul 12, 2023 9:48:59 AM

Contract ID	Contract Title	Contract Type	Contract Status	Contract Value	Contract Start Date	Contract End Date	Contract Location	Contract Agency	Contract Office	Contract PSC Code	Contract FSC Code	Contract NAICS Code	Contract Agency Code	Contract Agency Name	Contract Agency Full Name	Contract Agency ID	Contract Agency Name	Contract Department Full Name	Contract Action Obligation (\$)	Contract NAICS	Contract PSC	Contract Entity State	Contract Entity ZIP Code
140P4223F0035 (0)	View	PURCHASE ORDER						RURAL HOUSING SERVICE	USDA/RD/REGIONAL ACQ DIVISION			LANDSCAPING SERVICES (561730)											
ROSS TREE EXPERT COMPANY		DELIVERY ORDER						NATIONAL PARK SERVICE	NORTHEAST REGIONAL CONTRACTING			LANDSCAPING SERVICES (561730)											

Search Criteria

To remove the criteria or a portion of the search the button next to each search level.

561730

Sort By

This section allows the user to sort the existing by various fields within the contract. For example the existing list of contracts by Date Signed or Contract Value. Click on the appropriate field to Sort By. Only one sort can be conducted at a time.

Sort Order: Descending

Relevance
Contract Type
Agency Code
Agency Full Name
Date Signed
Contracting Agency ID
Contracting Agency Name
Department Full Name
Action Obligation (\$)
NAICS
PSC
Entity State
Entity ZIP Code

How to Build Your Firm's Capabilities

Check out the Competition

While searching for your Government Codes, take note of your competition:

Information to collect:

- CAGE Codes
- Research their SAM profiles
- Websites
- Capabilities
- Current and Past contracts
- FPDS awards
- Look at their Performance Record – any Termination of Defaults/Convenience



How to Build Your Firm's Capabilities

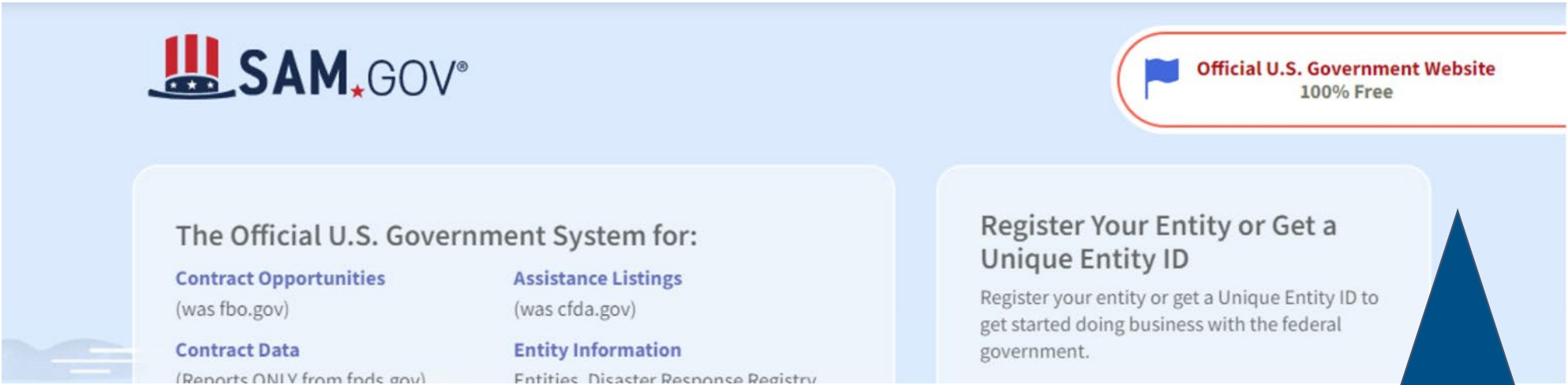
Building your Experience

- Subcontracting with a Prime Government Contractor
- Joint Ventures or Teaming Arrangements
- Consider a Mentor-Protege – DoD or the SBA Programs
- Work with your local APEX Accelerator



Before you Start – Cage Code & UEI

<https://sam.gov/content/home>



Beware of 3rd Party Companies

FREE to Register

Marketing your Capabilities



Importance of Capability Statement

- Briefing with Contracting Officers/Specialist and Program Managers
- Sources Sought or Request for Information
- Procurement Fairs or Networking events
- Sometimes Required for the Request for Proposal
- Send to Primes for Subcontracting Opportunities



Capability Statement

CONTACT INFORMATION

CORE COMPETENCIES

DIFFERENTIATORS

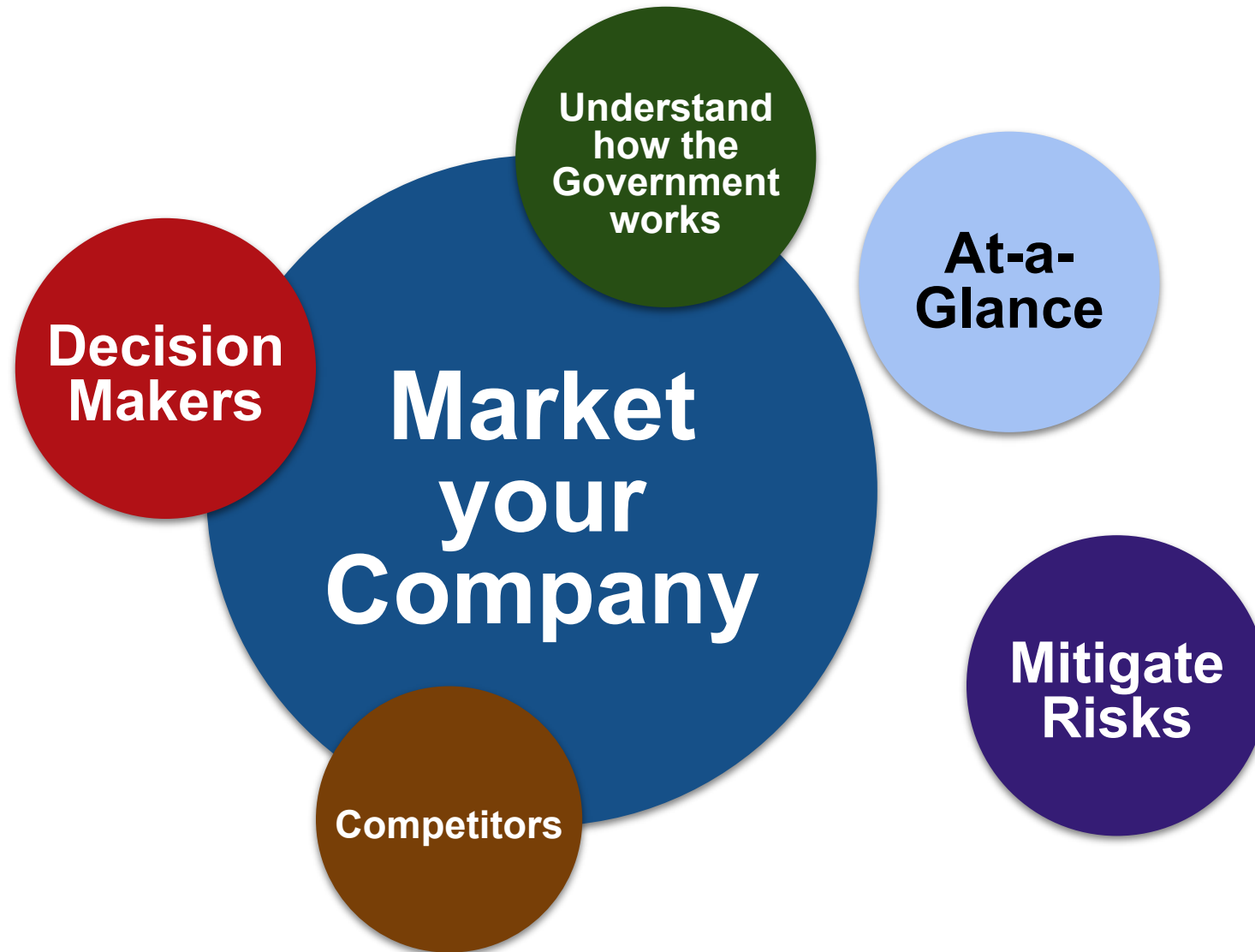
**PAST
PERFORMANCES**

COMPANY DATA

**LIST OF
PERTINENT
CODES & DATA**

These are **KEY** elements that the Government agency or Prime Contractor will expect to see on this document.

What is a Capability Statement?



CONTACT INFORMATION

- Company's Name
- Website "HYPERLINK"
- Phone Number
- Address
- Contact Person and email address
- Logo

Be sure to label this document:
"Capability Statement"
 & label each section

Company logo (if any) Company name Company address Company website Contact information (Name, phone, email)		CAPABILITY STATEMENT
Core Competencies THIS IS YOUR SALES PITCH: Short introduction of the company's core competencies tailored to the customer's/ agency's specific needs, followed by strong keyword bullet points.		
Fast Performance List past customers for whom you have done similar work. If past projects do not relate to the targeted agency's needs, do not list them. Prioritize by related agency (i.e. federal, state, local, then commercial). Include specific contact information for references: Name, title, email, phone. If your company does not have relevant experience, highlight your team member's experience that indicates your ability to perform	Differentiators (bullets) Identify what makes you different from your competitors and how this benefits the agency. What is unique about your business and why is that important to the customer? Why you can do it better, faster, cheaper, on time? DO YOUR RESEARCH!	
Company Data Very brief company description detailing pertinent data. (American-owned/ Date established/Business entity (Florida LLC 2013) Customers will visit your website for additional information. Make sure your website is always up-to-date and demonstrates a government or business focus.	List Pertinent Codes <ul style="list-style-type: none"> • Special Certifications: 8(a), RUS Zone; Woman Owned Small Business (WOSB); Veteran Owned Small Business (VOSB); Service-Disabled Veteran Owned Small Business (SDVOSB); etc. • Dun & Bradstreet (DUNS) • NAICS codes for your primary service or product • CAGE Code, if you have one • GSA Schedule Contract Number(s) • Other federal contract vehicles • State/Local Contract Numbers • Payment requirements, if applicable (Major credit cards accepted) 	

CORE COMPETENCIES

Core competencies (Also called “capabilities” or “core capabilities”) are the things your company does best.

This is your sales pitch:
 Short introduction of your company’s core competencies that relate to the agency or prime you are targeting followed by **strong keyword bullets.**

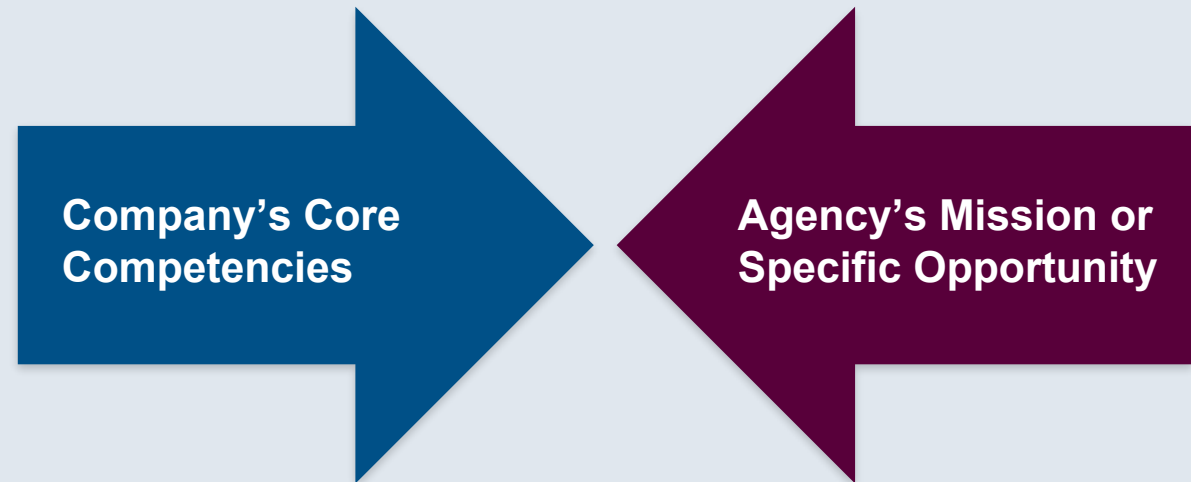
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CORE COMPETENCIES

Example:

McCloskey Exvatations LLC provides high quality civil construction capabilities and our civil construction scope of work includes:

- Sub divisions
- Mine Site works
- Road works
- Industrial and commercial site preparation
- Water storages
- Pipe laying
- Sewerage and water treatment
- Supply of blue metal aggregates



DIFFERENTIATORS SECTION

A differentiator can be defined as the business attribute(s) and/or unique value that clearly **separates** it from the **competition** in a particular marketplace.

Company logo (if any) Company name Company address Company website Contact information (Name, phone, email)		CAPABILITY STATEMENT	
Core Competencies THIS IS YOUR SALES PITCH: Short introduction of the company's core competencies tailored to the customer's/agency's specific needs, followed by strong keyword bullet points.			
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DIFFERENTIATORS SECTION

Questions to ask yourself:

Why did your biggest customer want you?

How and Why is your company the best choice?

What is it about your employees that give you the advantage over your competitors?

How do you solve a unique problem for your customers?



DIFFERENTIATORS SECTION

Product

- Added features
- Made with a special material
- Performance
- Special machinery or equipment to make product special
- Delivery of the product
- Professional Expertise

Service

- Quality Assurance
- Installation – special equipment
- Delivery of the service
- Certified Specialist



**CYBER
SECURITY
DFARS
COMPLIANT**

DIFFERENTIATORS SECTION



Being different is
being remembered.

- Luciano Miguel Contento

Other examples of what can make your company different:

- Location
- Training
- ISO
- Relationships
- Experience Capabilities

How do these relate to the targeted Agency, Prime, or Team?

DIFFERENTIATORS SECTION

Differentiators must meet three important principles:



It must be true information

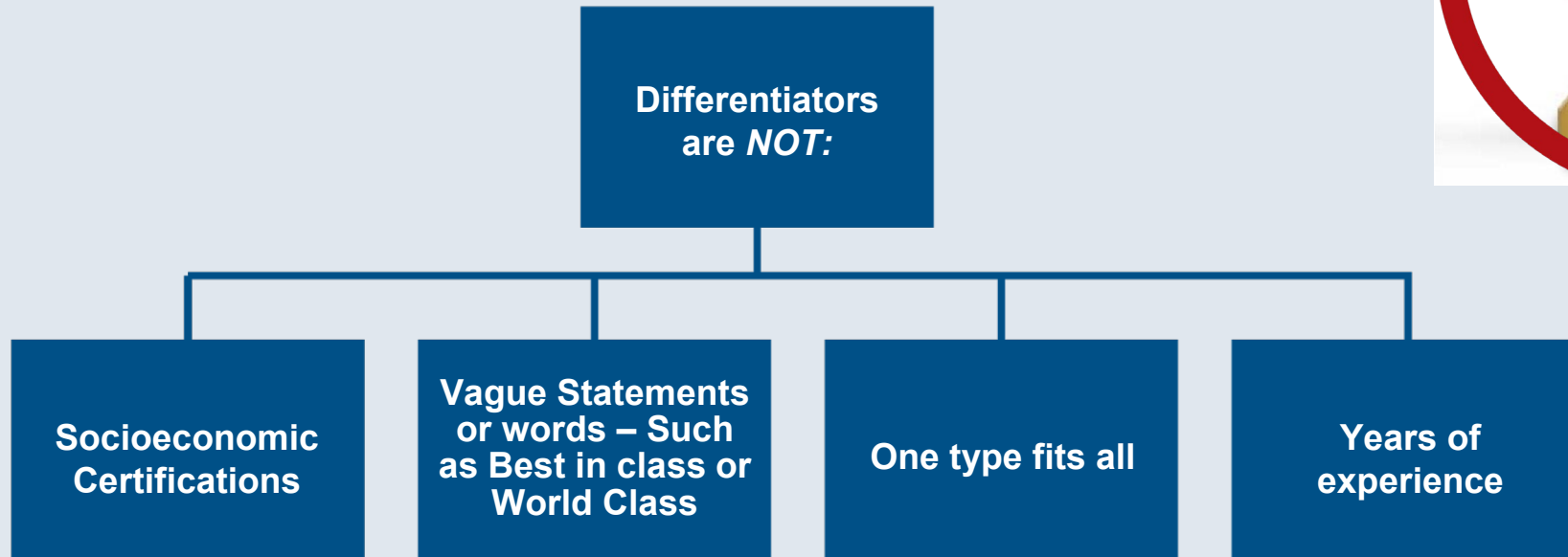


It must be important to potential clients



It must be provable

DIFFERENTIATORS SECTION



DIFFERENTIATORS SECTION

Example:

Our company has the largest painting and media blasting booths in the **Northwest PA Region.**

- Our paint booth is 20' wide x 55' long and 14' tall
- Our sand and media blasting booth is 20' wide x 70' long x 16' tall

Bottom line – We can sandblast and paint anything that can be transported

Remember – this information must be provable; so when you are meeting face to face with the Government or a Prime, make sure you can back up this information.

Tips:

Hard for your competitor to copy

Identify your company's key internal strengths

PAST PERFORMANCES

Provide three or four agencies or customers you have done business with, starting with those as similar to your target agency as possible.

If you haven't done other federal work, provide state or local government or commercial references.

Company logo (if any) Company name Company address Company website Contact information (Name, phone, email)	CAPABILITY STATEMENT
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PAST PERFORMANCES

- Begin by listing past customers for whom your business has done similar work.
- Prioritize starting with the related agency
- List all federal or other government work and finally to commercial contracts.
- If the past projects do not relate to the targeted agency's needs, **do not list them.**
- Ideally, include specific contact information for each that may be used for immediate references. ***(May not always be permitted to use – check with the contact first)***
- Include name, title, email and phone number.



COMPANY DATA

Company data (also called “corporate data” or “business information”)

Provide a sentence or two describing your company’s:

- History
- Size of your firm
- Financial stability
- Number of employees
- Teams
- Geographic area you serve

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LIST OF PERTINENT CODES & DATA

- Unique Entity Identifier (UEI)
- CAGE Code
- NAICS - (a reasonable number, fewer than 15)
- Socio-economic certifications: 8(a), HUBzone, SDVOB/VOSB, WOSB/WBE etc.
- Accept Credit and Purchase Cards
- GSA Schedule Contract Numbers
- Product Service Codes or Federal Supply Class (PSC & FSC)
- COSTARS or ITQ
- Other federal contract vehicles
- BPAs and other federal contract numbers
- Pertinent teaming agreements

Company logo (if any) Company name Company address Company website Contact information (Name, phone, email)		CAPABILITY STATEMENT
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LIST OF PERTINENT CODES & DATA



**Federal Employer Identification
Number (FEIN or EIN)**

Or

Social Security Number

**Never put highly sensitive
information on this
document**

BE CAREFUL

**THINK BEFORE
YOU ACT**

Important Tips



DESIGNING ELEMENTS

Other Important Tips

3 Important Tips When Tailoring Your Capability Statement

1



Use the government's language

2



Past Performance is Relevant

3



Differentiators match needs



Other Important Tips

- Tailor a Cap Statement for each agency you want to target
- Have a **General one** on hand just in case

Gather important information:

- Review Targeted Agency or Prime's Website – News Headlines, Doing Business with, google latest articles within your industry
- Check out Forecasts (agency websites) or Sam (Contracting Opportunities)



Important Note** - If attending a Networking event, find out what agencies will be at the event ahead of time

Designing Elements

If your cap statement looks messy, then it could reflect how the reviewer looks at your company – messy, unorganized.



WTF (Arial)
WTF (Helvetica Neue)
WTF (Tahoma)

TIPS:

- Use your company's LOGO, Branding and Colors
- Do NOT use long paragraphs – bullets are best
- Use FONTS that are “Easy to Read”
 - Not too small
 - Use Sans Serif fonts (not extending the end strokes)
- Don't jam information together – make use of white space
- Don't be too wordy
- One page *ONLY* but no more than front and back

Good and Bad Example

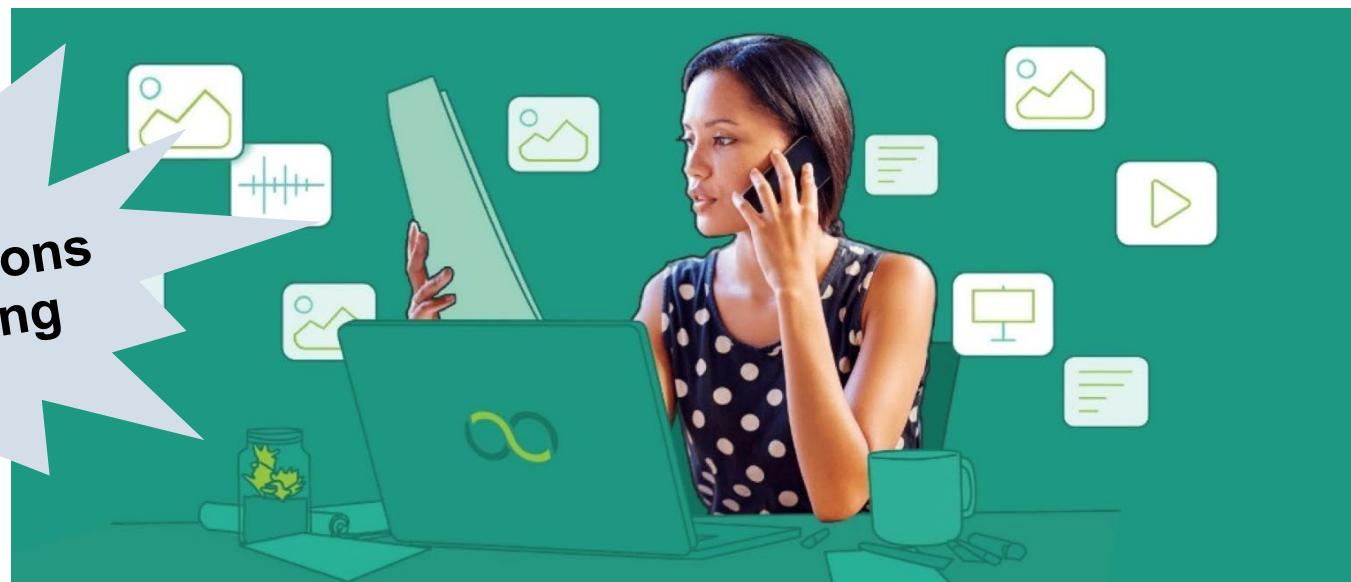
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- One page ONLY but no more than front and back

**First Impressions
are everything**



- **Use a designing/graphics company** – if you or no one in your company has the ability, or
- Hire a Marketing or Communication **intern** from a local university or community college

Remember to

- Save as Word doc - in order to make changes easily
- Have it available in a PDF format to send out electronically



Other things to consider:

◆ You got this!!

- Never use a Government Agency LOGO
- Put yourself in the eyes of the reviewer
- Have someone review a draft to look for common mistakes
- Is your Capability Statement easy to understand
- Place your Capability Statement on your website
- Use the government's terminology

Doing business with the government is highly competitive – Don't just throw something together.....take the time, make the effort and put in the extra mile to create the best **Capability Statement possible.**

FEDERAL ACQUISITION SERVICE
**INDUSTRY
PARTNER
SYMPOSIUM**
2023



Robyn Rowan
Government Contracting Manager
APEX Accelerators

CONTACT INFO

robyny@northwestpa.org or
apexaccelerator@northwestpa.org
