

Georgia  
Tech



Enterprise  
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# CAPABILITY STATEMENTS

“How to stand out in a competitive marketplace.”

Here GLA And Get The  
Job Done Right

**GLA  
Roofing**  
www.glaroofing.com

Call for a Free  
2016-2017 Quote

### Company Background

GLA Roofing, LLC ("GLA") is a roofing installation and maintenance construction contractor providing roofing services to residential, commercial and government customers. GLA can design and install, or fix and repair virtually any type of roofing system. Contact GLA today for a free inspection and quote.

### Core Capabilities

- Residential, Commercial and Government Roofing Installation and Repair
- Flat and Metal Roofing
- Re-roofing
- Aluminum Gutters
- Water Damage and Leak Repair

### Differentiators

- Free estimates and on-site evaluations.
- OSHA safety trained and E-verified workforce.
- Comprehensive quality control and inspection process to ensure the job is done right the first time.
- Job completed on-budget and on-schedule.
- Utilize environmentally friendly and sustainable materials.

### Specialization

- GLA specializes in installing and repairing churches, office buildings, shopping centers, warehouses, manufacturing plants and government buildings.
- Flat and Metal Roofs
- Tapered Insulation Systems
- IR Systems - Elastomeric Roofing
- UPRD and Kinergy Start Systems



### Company Data

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NAICS Codes:  
237990, 238110,  
238120, 238130,  
238990



Call for a Free Inspection  
and Quote: 770-846-7126

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# PRESENTERS



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# ABOUT GTPAC

- The **Georgia Tech Procurement Assistance Center** (“GTPAC”) teaches Georgia based companies about all aspects of government contracting – at the federal, state and local level.
- Details at <http://www.gtpac.org>.
- We are funded by the **Defense Logistics Agency** and the **Georgia Institute of Technology**.
- We are part of the **Enterprise Innovation Institute**, the nation’s largest and most comprehensive university-based program of business and industry assistance, technology commercialization and economic development.

# CAPABILITY STATEMENT: WHAT IS IT?

- A marketing document or flyer geared specifically for the government contracting market.
- A capability statement tells potential customers, who you are, what you do, and how you are different or better than the competition.
- A Capabilities Statement is a critical tool in government contracting, no matter what size company you represent.
- Similar to a “resume” for your business.



# WHY DO THEY EXIST?

- It's a tool that procurement officials can use to compare you with other vendors.
- Helps the government (or prime contractors) perform market research and identify vendors they want to do business with.
- Government agencies often request them (sometimes requested as part of bid or proposal or requested by sources sought)
- Its essentially a marketing tool, similar to a brochure or flyer – but specifically geared to the government marketplace.
- Helps show the government you are “government procurement ready.”

# WHAT DO THEY DO?

- Again, the primary purpose of them is marketing. A capability statement is one part of a multifaceted marketing approach (used in conjunction with other marketing materials, website, etc.).
- The information in Capabilities Statements can be valuable when used in conjunction with websites, and other promotional literature.
- When you add information about awards, certifications, and past performance, Capabilities Statements can (1) create a sense of trust; and (2) show your business is experienced and mature.



# WHAT SHOULD THEY LOOK LIKE?

- Brief (1 to 2 pages)
- Visually interesting (graphics, not just text, professional design)
- Within the first 10 seconds of reading one, the reader should know WHO you are, and WHAT you do.
- Should contain information regarding your companies “capabilities.” What you can do or perform.
- Should summary key or important “past performance.”
- Should summarize “differentiators” or how you are different or better than the competition.
- Should provide corporate data, that includes contact information, certifications and procurement CODES (CAGE code, NAICS codes, FSC/PSC codes, NIGP codes)

# TYPICAL STRUCTURE

- **1. Who/What statement**
- **2. Capabilities Summary**
- **3. Past performance** – Government past performance and/or commercial experience.
- **4. Differentiators** – How better than competition?
- **5. Corporate Data** – Address, contact info, certifications, procurement codes.



# CORPORATE DATA: CERTIFICATIONS

- Critically important that small businesses highlight any certifications they may have somewhere in the capability statement: SDVOSB/VOSB, HubZone, WOSB/EDWOSB, 8(a).
- Built in preferences in the contracting process for the government and primes to utilize these types of small businesses to meet various small business goals.
- Consultants however stress that its better to LEAD and highlight capabilities first on the statement.
- Certifications are seen as a value-add but main value is what you do.

# CORE COMPETENCIES

- Explain your Core Competencies and highlight your unique value proposition.
- What exactly can you do for the government or the client?
- Why are you good at it?
- To build your Core Competencies, analyze your operations and determine what part of your business can deliver exceptional results within short time frames.



# PAST PERFORMANCE

- Examples of previous, unique, client experiences that you leverage for future projects.
- Be careful using agencies logos, some agencies do not like this.
- Try to cite “relevant past performance,” not just “any” past performance.
- If you have no government past performance, cite any relevant commercial experience.
- If you have no commercial experience, highlight any experience or expertise personnel of the business have.

# DIFFERENTIATORS

- Explain how your company is unique, different, and distinct from its competitors in responding to the needs of the client.
- Explain the needs of the client, and why your firm is better positioned than others to respond to these needs.



# CORPORATE DATA (KEY PARTS)

- **Location:** Identify the geographical locations from which your company operates. Include contact information: physical address, contact person details, office telephone, office fax, email address, etc.
- **Certifications:** SDVOSB, 8(a), WOSB/EDWOSB, HubZone
- **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.

# KEEP IT UP-TO-DATE AND TAILOR IT

- Critically important you keep the capability statement up-to-date.
- Tailor it for the agency/prime contractor you are sending or providing it too.
- Just like you might tailor a resume for a particular job, tailor your capability statement for a particular opportunity.



# NEED HELP?

**Utilize the free services of your local Procurement Technical Assistance Center (“PTAC”)**

- In Georgia, that is GTPAC: [www.gtpac.org](http://www.gtpac.org)
- Outside Georgia, see: [www.aptac-us.org/find-a-ptac](http://www.aptac-us.org/find-a-ptac)

