



NVBDC Services Committee

Private Sector Capability Statements: Best Practices



NVBDC.ORG



Today's Agenda

- Opening Remarks
- Meet Our Presenters
- Presentation
- Q&A
- Wrap-Up



In 2026, NVBDC is launching new international initiatives to expand global market access and exporting opportunities for certified veteran-owned businesses.



Connects NVBDC-certified Veteran-Owned Businesses with global buyers and distributors.



Offers financing, insurance, and loan guarantees to help VOBs compete globally.



U.S. Small Business Administration

Supports veteran-owned businesses with export loans and international training.

Expands NVBDC's international network across 195 countries.



Meet Our Presenters



Paul Mara
Founder & CEO
Diverse Supplier
Development Corp.



Mark Hollingshead
President
DeltaPoint Partners



**Private Sector Capability
Statement Best Practices
Tutorial**

***for Service-
Disabled/Veteran
Businesses (SD/VOBs)***



Capability Statements Best Practices



Presented by Diverse Business Consultants

Mr. Paul F. Mara – (Army Veteran) – DSDC & National Veteran Business Development Council

Mr. Mark Hollingshead – DeltaPoint Partners

Our Mission: Since 2015, serving as a Guide to **Educate & Empower** small and diverse businesses to Succeed in the Private Sector Supplier Diversity Space with corporate America!

Our Goal: Bringing Small/Diverse Owned Businesses together with Corporations for procurement opportunities **by going both “Upstream” & “Downstream”!**

What is a Capability Statement?

Think of it as a **resume for your business**

- A **promotional or marketing statement** about your business, its capabilities and skills and that **advertises who you are and what you do.**
- It must **be a living breathing document** that is **customized/tailored** for every, company, contact and/or opportunity.
- Typically, a **two-page brief** that allows a business to highlight its areas of specialty, expertise, and, of course, overall capabilities.
- Informs potential clients about **what your company does and what separates you from your competitors.**

The Importance of a Capability Statement

The single most important document to have to be considered for any procurement opportunities with corporate America.

- Capability statements are a must have and are the basis for:
 - Supplier portals (a must do),
 - Most solicited procurement opportunities
 - Procurement events
 - Match making events
 - One on one meetings
- **May be the one and only opportunity to be considered for “downstream” procurement opportunities with corporate America** (1,900+ different downstream procurement opportunities DSDC has worked on with 150+ corporations since 2018)

Elevator Pitch on Steroids – 3/30/3/30 Concept

- 3 seconds to capture someone's attention to get:
- 30 seconds to further interest them, to get:
- 3 minutes to demonstrate value, to get:
- 30 minutes of their time to drive the messaging home and get the sale

Newspaper Headline Analogy

- Newspaper Headline (3 seconds)
- First 2 paragraphs (30 seconds)
- Rest of the story on page 6 (3 minutes)

Your capability statement needs to be structured similarly to maximize opportunities!

Capability Statement Best Practices :

5 Key Sections

The five key areas included in a successful Capability Statement are:

1. **Core competencies/capabilities** – Elevator Pitch – 3/30/3/30 Concept
2. **Differentiators (USP&G)** including facilities and equipment
3. **Past performance**
4. **Company data** including industry codes
5. **Contact information**

1. Core Competencies

- Short **phrases** describing your core competencies
- Key-word bullet points – bold key words
- NAICS codes with key word descriptions tailored to what you do
- **NOT** everything your company is able to do, but the core expertise of a firm, specifically related to the company this Capability Statement is written for, its mission and identified opportunities

2. Differentiators (Unique Selling Proposition)

- **A clear value statement** detailing what makes you different from your competitors
- That **relates to the specific needs of the corporation**
- What will help the supplier diversity and procurement/purchasing staff understand **why they should pick your firm over other competitors.**

3. Past Performance

- **Bullet points / phrases - Past contracts for similar work to what is being requested**
- **Prioritize related commercial contracts.**
- **If the past projects do not relate to the targeted corporations needs, do not list them unless you have no other related history.**
- **Include relevant awards, public recognition or other accolades received - list them if you have space.**

4. Company Data

- **DUNS**
- **Certifications / Badges – NVBDC, SBA, etc.**
- **Physical or mailing address**

5. Contact Information:

- **Primary contact** (CEO/Owner) name, title
- **Company & Contact Specific Email** (a person specific email, not info@, Hotmail, Yahoo, AOL)
- **Phone numbers** (office direct and mobile)

Tips:

- General company contact data can be inserted in the footer section.
- Leave **references and contact information off the Capability Statement**
- Remember: Corporations **will visit your web site** and even your **LinkedIn profile** for additional information, so make sure both are up to date and compelling as well as any other public facing resources you have/use (Facebook, Instagram, Rotary, Chamber Directories...)
- **Avoid government jargon and TLA's** (e.g., Cage Codes, GSA schedules, etc.). Make use of **powerful adjectives** around your core competencies and differentiators.

Questions?



Diverse Supplier Development Corporation



Proprietary & Confidential



The following questions are designed to get you thinking about your **Unique Selling Proposition and Guarantee**:

- What scenarios or situations make your prospects first consider buying what you sell?
- What needs, frustrations, fears, or pain do your prospects experience that motivate them to buy?
- What do your prospects feel they need and expect as a result of their purchase?
- What would your prospects be delighted to receive as a result of their purchase if they could reasonably expect them?
- What problems, frustrations, or challenges do your prospects expect to face when dealing with your industry in general (e.g. trades-people showing up late or leaving a mess or service professionals not returning phone calls)?

Unique Selling Proposition & Guarantee Overviews *(continued)*

- What potential problems, frustrations, or challenges do your prospects dread when they think of buying what you sell?
- What would be good for your prospects to know as they make their buying decision that are not typically understood about your industry?
- How is your company positioned to uniquely deliver not only what your prospects expect, but also what will delight them?
- What kind of data will give your prospects assurance about their buying decision?
- What kind of data can you give your prospects to emphasize the uniqueness of your company?
- What assurance can you give your prospects that they will not experience what they dread if they buy from you?
- What assurance/guarantee would you like to be able to give your prospects that they will not experience what they dread if they buy from you?

Example of a Unique Selling Proposition (Hearing Aid Company)

- Scenario / Motivation: **Avoid Embarrassment and Isolation** – We help customers improve communication with others and avoid embarrassment due to not hearing. Even helps improve safety by being able to hear warnings.
- Need: **Fit and Work Right** – We make them fit comfortably and demonstrate the easy ways to get them in and out of the ear as well as how to change batteries even with limited dexterity.
- Expect: **No Pressure Selling** – We have no high-pressure sales programs, nor phone solicitation to buy our products or service. We simply want to help you hear better.
- Assurance / Guarantee: **Experienced, Independent and Diversified** – We have been in business for 25 years and represents 15 different hearing aid brands with many variations. We are driven to find the right solution for you within your budget and provide a money back guarantee if you are not 100% satisfied!

Design Layout

- **Visually pleasing** with interesting design elements and **white space** for readability
- **Balanced** appearance, organized, informational
- No less than **11-point readable font** avoid difficult to read or unusual font styles/sizes
- Use **Business and Certification Logos** (be careful about violating trademark restrictions)
- Use of **Bulleted, Color, Bold/Italic/Underline** to draw attention to key areas
- Use of Descriptive, Relative and Related **Photographs** and descriptions. A picture can be worth 1,000 words

A Few Key Things to Remember:

1. **Short and Sweet** highlighting the one or two key points about your business
2. **Rhymes** or is catchy
3. **Memorable** - Is the slogan quickly recognizable?
4. **It includes a key benefit.** What is it about your product or brand that sets it apart from competitors?
5. **It imparts positive feelings about the brand.** Positive and upbeat. For example, Reese's Peanut Butter Cups' slogan, "Two great tastes that taste great together,"
6. **Keep your target audience in mind** – will they recognize industry terms and jargon? Supplier diversity people have to have a wide range of knowledge of all industries so do not get into the nitty gritty details of the business. They are not the buyers.

Capability Statement Best Practices: Tag Lines/Slogans – Examples

Examples:

- Nike – Just Do It?
- Printer – You think it We ink it
- Tow Truck Company – We meet by Accident
- Delivery Company – We deliver for you - Every time you call we deliver
- Construction Company – Founded on Service, Built with Integrity – Creating Clarity out of Construction Chaos
- Apple – “Think Different”
- L'Oreal – “Because you're worth it”
- Dunkin' Donuts – “America runs on Dunkin’”
- Well done is better than Well said
- Thoughtfully Crafted & Honestly Priced
- Veteran Staffing – We bring Boots into your Business

Capability Statement Examples



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ORIGINAL

Elevator Pitch
We are a Woman Owned steel company that processes and distributes hot roll and cold finished steel bar and wire products. We provide value added solutions for customers in the manufacturing industry.

Brand Promise
The XYZ Company promise is to create and maintain business partnerships with all customers and suppliers. From accuracy and flexibility of the order to on-time delivery, but above all, a quality product.

Company Overview
XYZ Company is a leading supplier of domestic and international steel bar, steel wire, and wire rod. Its global knowledge of the steel bar and wire industry provides a higher quality of service to its customers. It is dedicated to developing a well-managed, "just-in-time", value added product for its customers. It is dedicated to developing a well-managed, "just-in-time", value added product for its customers. It is dedicated to developing a well-managed, "just-in-time", value added product for its customers. We maintain a friendly, fair and open work environment, which respects new ideas, hard work and old-fashioned values. XYZ Company is a steel distributor that would like to meet and service all of your needs, whether it's hot rolled and cold drawn steel bar or wire mesh needs.

Core Competencies

- We are our own Cold Finishing Steel Mill.
- Mixer Distributor of Carbon, Alloy, Stainless, and Leaded steels
- Quality driven through our ISO 9001:2015 certification
- Diameter ranges from .100" - 76.000"
- Round, Hex, Squares, Round Corner Squares, and Flat bar products supplied
- 18 Cold Saws for 30-10 production saw cutting
- We can supply Drawn, Turned, Polished, Heat Treated, Blasted, and Hot Rolled products

Differentiators

- A diverse customer base allows us to understand your needs on a personal level.
- Industries served but not limited to Oil & Gas, Agricultural, Automotive, Construction, Exterier, Energy, Lawn & Garden, Military, Steel Distribution, and Aerospace.
- A balanced supplier network allows for greater flexibility to help reduce costs, at time of order entry.
- JIT delivery programs help reduce floor stock for our customers, save space at the plant level, and balance invoices/payables.
- Being able to handle multiple processes allows for a single invoice to our customers including steel, processing, and freight.

People
?????? Owner/President

Certifications & Awards

Enhance Performance Consulting, Inc.
High Performance Coaching

Donnie Cochran
FORMER BLUE ANGELS COMMANDER AND FLIGHT LEADER

CAPABILITY STATEMENT
ENHANCE PERFORMANCE CONSULTING, INC.
Dedicated to inspiring leaders and growing their people.

Past Performance

 Mallinckrodt Industry Type: Pharmaceutical Manufacturing Type of Event: Leadership and Team Development Speaker Topic: Inspire/Lead Lessons Learned	 Savannah State University Industry Type: Higher Education Type of Event: Commencement Speaker Topic: Growth Always Increase your Capacity	 Naval Air Station, Meridian, MS Industry Type: United States Navy Type of Event: Guest speaker for Dedication Ceremony for Ensign Jesse Brown Topic: Devotion	 Georgia Aviation Hall of Fame Industry Type: Aviation history Type of Event: Inclusion Speech for the Georgia Aviation Hall of Fame Topic: Gratitude	 South Lake County Chambers of Commerce Industry Type: Business Organization Type of Event: Final Response Approval Briefing Topic: Thank you for your Service
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GET IN TOUCH
Donnie Cochran, President/CEO
Corporate Office: 1724 Bella Lago Drive Clermont, Florida 34711

Corporate Data
DUNS: 050544820
CAGE: 74M62

Data
285544820
CAGE: 74M62

Company Name & Logo **CAPABILITIES**

NAICS Codes: 236220, 238210, 237130, 237990, 541130, 541611

ORIGINAL

Company Name is an Engineering and Construction Firm that provides professional construction services, design/build services and general contracting capabilities. Our firm's philosophy and expertise in integrated project delivery (Targeted Value Delivery approach, and lean construction) reduces quality deficiencies by 20%, reduces project delivery times by 20%, and reduces owners time on a project by 10%. Additionally, Company Name is a certified Service-Disabled Veteran Owned Small Business (SDVOSB).

CORE COMPETENCIES

- General Contracting
- Construction Management At Risk
- Design/Build
- Construction Mgt/Project Mgt
- Commissioning
- On-Site Safety

DIFFERENTIATORS

- Reduce Project Delivery Timelines by 20%
- Reduce Quality Deficiencies and Remediations by 15%
- Reduce Owners time on project by 50%
- Lean Construction Culture and Philosophy
- Invest, Hire, and develop military leadership for the A/E/C industry

PAST PERFORMANCE

Sample Case 1
Construction Management and Commissioning Support for the Bronx, NY VA Medical Facility to ensure a \$55 Million Energy Savings program was completed to standard.

Sample Case 2
General Contractor for the Coatesville, PA VA Medical Facility to install and repair new fall protection systems throughout the entire campus.

PRINTING **Capability Statement continued**

HISTORY & LEADERSHIP

- Started in 1970 as a small franchise print center
- Current owner (U.S. Navy veteran) acquired the company in 2007
- Added large format capabilities and expanded digital printing and mailing services
- Received multiple awards as the top print center in the U.S. in our franchise system
- Company has grown 73% in the last ten years
- Relocated to a larger facility in 2016 to add production and customer service square footage

CONTACT US
PRINTING
Contact Name: President
Phone:
Email:
Website:

PRINTING **MARKETING** **DIRECT MAIL** **GRAPHIC DESIGN**

INDEPENDENT franchise print company and franchisor of PRINTING. Owner is a U.S. Navy veteran and majority owner and President of PRINTING.



Questions?



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Proprietary & Confidential



Capability Statement Best Practices: Additional Considerations for SD/VOBs

Certain skills endowed upon veterans due to the military training and experience allow veterans to do the following to add value with and in their businesses:

1. They can make a lot happen with limited resources
2. They operate well under pressure
3. They know how to effectively manage
4. They value honor and commitment
5. The importance of Team Building

Capability Statement Best Practices: The Quality Traits Advantage

It has been observed that SD/VOBs make great businesses and suppliers because of traits gained / developed in military service but these traits are universal and can apply to experiences of any business owner:

1. Loyalty
2. Duty
3. Respect
4. Crisis management
5. Selfless Service
6. Honor
7. Integrity
8. Personal Courage
9. Teamwork
10. Leadership Skills
11. Management Skills
12. Fortitude
13. Character
14. Perseverance
15. Work ethic
16. Self-discipline
17. Mental toughness
18. Sense of Responsibility
19. Accountability
20. Able to assess Risk
21. Strategic & Tactical Thinkers
22. Ability to Adapt Quickly

Capability Statement Best Practices: Skills Enhanced by Military Service



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From: IVMF-BRIDGING-THE GAP_INTERIM.pdf

FIGURE 11. Entrepreneurial Skills Enhanced by Military Service

WHICH SKILLS WERE MOST ENHANCED OR STRENGTHENED BY YOUR MILITARY EXPERIENCE?





Thanks for Attending

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Mr. Mark Hollingshead

DeltaPoint Partners

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Q & A



NVBDC – Digital Readiness Webinars

In Partnership with the Diverse Supplier Development Corporation (DSDC) & DeltaPoint Partners

Upcoming Webinars:

- **LinkedIn, Facebook and Instagram Profiles**
Wednesday, May 13 – 11:00 a.m. to 1:00 p.m. ET
- **Creating a Website Funnel Page**
Thursday, June 11 – 11:00 a.m. to 1:00 p.m. ET



**View All Events &
Register Today!**

NVBDC.org/events

Missed a webinar or want to rewatch? Access recordings at NVBDC.org:

- Pivoting to the Private Sector for Procurement Opportunities – *February 25, 2026*
- Marketing 101 – *March 24, 2026*
- Private Sector Capability Statements: Best Practices – *April 22, 2026*

Stay tuned, more powerful webinars are on the way!

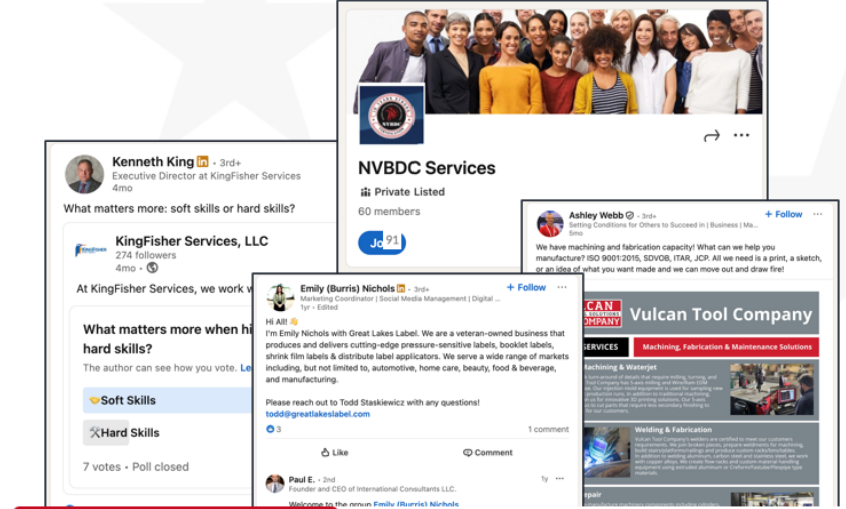
We're continuing to equip veteran business owners with the digital training, tools, resources and insights needed to scale both domestically and internationally.

Veteran-to-Veteran LinkedIn Group



A place for NVBDC Certified SD/VOB's to connect, build relationships and share business successes and challenges.

Corporate Members are encouraged to join and participate in the conversation!



**Join NVBDC Services
LinkedIn Group**



We value your feedback!



Scan here or visit
bit.ly/49cMMKn

Please take a moment to complete our post-event survey. It only takes a few minutes and helps us improve future programming, resources and engagement opportunities.

Your input helps us better serve the Veteran business community!



Meet the Team



John ("JT") E. Taylor
Services Committee Chairman
NVBDC Board of Directors



**Annette Stevenson, US Army
Veteran, CPSD, C.P.M.**
NVBDC Board of Directors
Services Committee



David Brazda
Co-Treasurer, NVBDC
NVBDC Board of Directors



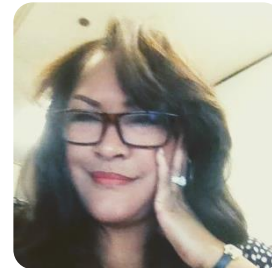
LTC (Ret) Kathryn M. Poynton
Director, MVO Task Force
NVBDC Board of Directors



Tammi Hart
Senior Vice President, NVBDC
Services Committee



Joann ("Jo") Cobb
Certification Analyst,
Certification Committee
Services Committee



Toni Moses
Relationship Manager,
Certification Committee
Services Committee





Thank You For Joining Us Today!

**Private Sector Capability Statements
Best Practices**

