



NVBDC Services Committee

Private Sector Capability Statements: Best Practices



NVBDC.ORG

Today's Agenda

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



NVBDC 3.0 – Mission: POSSIBLE

NVBDC 3.0: Mission: POSSIBLE is our bold evolution, expanding beyond certification to empower veteran-owned businesses through innovation, strategic partnerships, AI, global opportunities, and meaningful corporate connections.

NVBDC 3.0 – Mission: POSSIBLE



- Expanding beyond certification to deliver greater value
- Strengthening corporate and veteran business connections
- Leveraging AI and digital transformation for business growth
- Creating new opportunities through strategic partnerships
- Expanding access to domestic and global markets
- Delivering year-round education, resources, and networking
- Empowering certified veteran-owned businesses to scale and succeed
- Driving the future of supplier procurement and veteran entrepreneurship



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.



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

Expands NVBDC's international network across 195 countries.



Today's Webinar Includes Live Polls

Polls will appear in a *Slido* pop-up throughout the presentation.

When prompted, please keep the pop-up open and join the conversation!



Meet Our Presenters



Paul Mara
Founder & CEO
Diverse Supplier
Development Corp.



Mark Hollingshead
President
DeltaPoint Partners



BEST PRACTICES TUTORIAL

Private Sector Capability Statement

A best-practices guide for Service-Disabled & Veteran-Owned Businesses (SD/VOBs)

PRESENTED BY DIVERSE BUSINESS CONSULTANTS



Your Guides & Our Mission

Mr. Paul F. Mara

Army Veteran

DSDC & National Veteran Business Development Council

Mr. Mark Hollingshead

Partner

DeltaPoint Partners & National Veteran Business Development Council

OUR MISSION

Since 2015, guiding SD/VOB and diverse businesses to educate, empower, and succeed in the private-sector supplier diversity space with corporate America.

OUR GOAL

Bring SD/VOB and diverse-owned businesses together with corporations for procurement opportunities - working both “upstream” and “downstream.”

POLL 1: Pulse Check

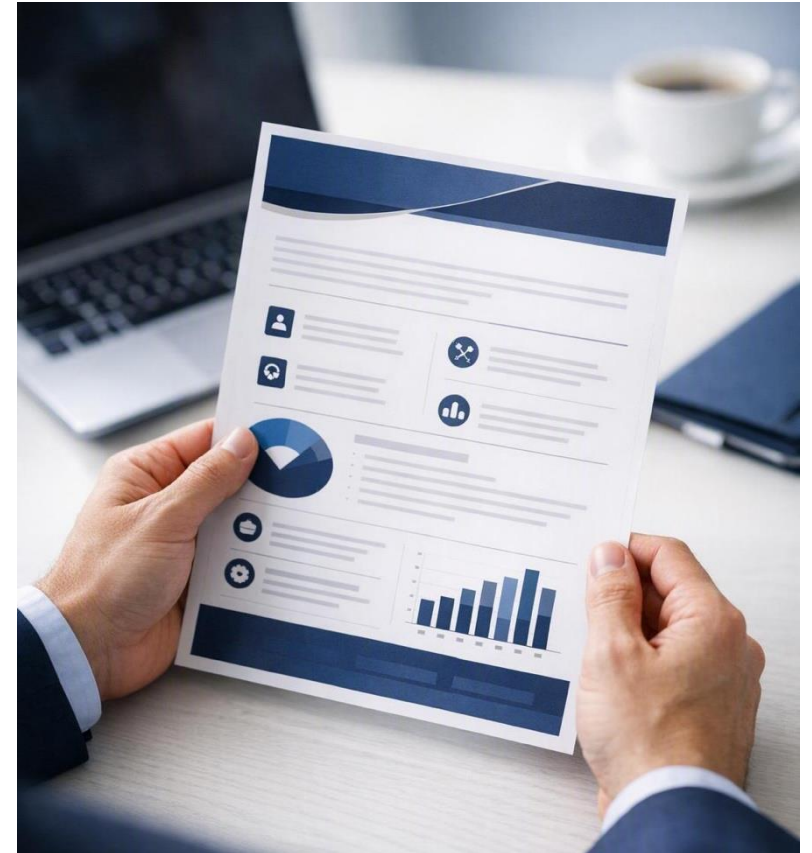
How well is your current capability statement working for you?

- It clearly communicates our value and helps position us for opportunities
- It works but could be stronger
- It feels too generic or outdated
- I'm not sure how effective it is
- We don't yet have one

What is a Capability Statement?

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

- A promotional statement about your business, its capabilities and skills that advertises who you are and what you do.
- A living, breathing document, customized and tailored for every company, contact, and opportunity.
- A concise two-page brief highlighting your specialty, expertise, and overall capabilities.
- Tells potential clients what you do and what separates you from competitors.



The Difference Between Government & Private Sector Capability Statements

Government Sector (Federal, State & Local):

A government capability statement is a rigid, formalized compliance document

- Core Identifiers: Must display standard codes like UEI, CAGE, NAICS, and PSC.
- Contract Vehicles: Explicitly lists active GSA schedules, IDIQs, or GWACs.
- Socioeconomic Status: Highlights certifications like 8(a), HUBZone, SDVOSB, or WOSB.
- Past Performance: Focuses on specific government agency contract numbers and values.

The Difference Between Government & Private Sector Capability Statements

Private Sector:

A private sector capability statement is a flexible, benefit-driven marketing tool.

- Flexible Format: Can be a multi-page brochure, presentation deck, or digital landing page.
- Commercial Metrics: Focuses on Return on Investment (ROI), speed, and cost savings.
- Brand Identity: Prioritizes modern visual design, company logos, and creative layouts.
- Client Success: Uses case studies, testimonials, and recognizable commercial brand logos.
- Plain Language: Avoids dense government acronyms and federal procurement jargon.

The Importance of a Capability Statement

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

It is a must-have and the basis for:

- Supplier portals (a must-do)
- Most solicited procurement opportunities
- Procurement and matchmaking events
- One-on-one meetings

Often the ONE opportunity to be considered for “downstream” work with corporate America.

1,900+

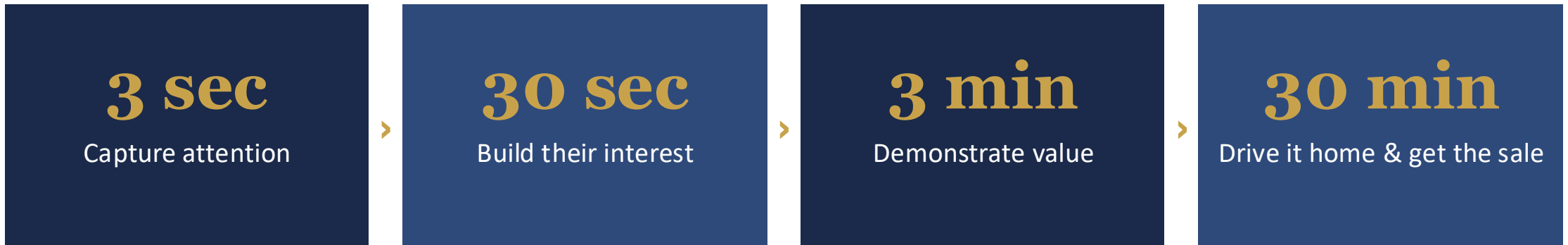
downstream opportunities DSDC has worked on

150+ corporations since 2018

BEST PRACTICES

The 3 / 30 / 3 / 30 Elevator Pitch Concept

An elevator pitch on steroids, each stage earns you the next.



Newspaper headline analogy

- Headline grabs you in 3 seconds.
- The first two paragraphs hold you for 30 seconds.
- The rest of the story on page 6 fills in 3 minutes, structure your capability statement the same way to maximize opportunities.

The Five Key Sections

Every successful capability statement covers these five areas:

SECTION 01	SECTION 02	SECTION 03	SECTION 04	SECTION 05
				
Core Competencies	Differentiators	Past Performance	Company Data	Contact Information
Your elevator pitch — the 3/30/3/30 concept	Your USP&G, including facilities & equipment	Relevant contracts, awards & recognition	Industry (NAICS) codes Relevant Certifications Keywords	How decision-makers reach the right person with full contact information

Core Competencies & Differentiators

Core Competencies

- Short phrases describing your core competencies.
- Keyword bullet points and bold the key words.
- NAICS codes with keyword descriptions tailored to what you do.
- NOT everything you can do, only the core expertise relevant to this company, its mission, and the opportunity.

Differentiators (USP)

- A clear value statement of what makes you different from competitors.
- Tied directly to the specific needs of the corporation.
- Helps supplier-diversity and procurement staff understand why they should pick your firm over others.

Past Performance & Company Data

Past Performance

- Bullet phrases: past contracts for work similar to what is requested.
- Largest and industry related if possible
- Prioritize related commercial contracts.
- If past projects don't relate to the target's needs, leave them off unless you have no other relevant history.
- Include relevant awards, public recognition, or accolades if you have space.

Company Data

- DUNS number.
- Certifications & badges, NVBDC, SBA, and others.
- Industry (NAICS) codes and descriptors
- Keywords

Contact Information & Pro Tips

Contact Information

- Primary contact (CEO / Owner)- name and title.
- Physical or mailing address.
- A person-specific company email, not info@, Hotmail, Yahoo, or AOL.
- Phone numbers, office direct and mobile.

Pro Tips

- Customized to the Audience with Prepared Exclusively for: (Company name & Contact if Available)
- Geared to specific industry and jargon
- Put general company contact data in the footer.
- Leave reference contacts off the statement when sending a PDF or leaving a handout; share them separately with decision-makers.
- Corporations will check your website and LinkedIn, keep them current and compelling.
- Avoid government jargon and TLAs (CAGE codes, GSA schedules); use powerful adjectives around your strengths.

LET'S DISCUSS

Questions?



POLL 2: Standing Out

If a prospect read your capability statement for just 30 seconds, what would they remember?

- What makes us unique
- What services we offer
- They'd probably forget it
- I'm honestly not sure

Defining Your Unique Selling Proposition

Questions to get you thinking about your Unique Selling Proposition and Guarantee:

- What scenarios first make prospects consider buying what you sell?
- What needs, fears, or pain motivate them to buy?
- What do they expect as a result of their purchase?
- What would delight them beyond what they expect?
- What frustrations do they expect from your industry (late arrivals, unreturned calls)?
- StoryBrand: solve the external problem you see and the internal one and how it makes them feel.
- Give them easy stepping stones to cross the river.



USP & Guarantee....Digging Deeper

- What problems or frustrations do prospects dread when they think of buying what you sell?
- What would be good for them to know, things not typically understood about your industry?
- How is your company uniquely positioned to deliver what they expect and what will delight them?
- What data would give prospects assurance about their buying decision?
- What data emphasizes the uniqueness of your company?
- What assurance can you give that they will not experience what they dread if they buy from you?
- What guarantee would you like to be able to offer to remove that fear entirely?

USP in Action...A Hearing Aid Company

SCENARIO / MOTIVATION

Avoid Embarrassment & Isolation

We help customers communicate better, avoid embarrassment from not hearing, and even improve safety by hearing warnings.

NEED

Fit & Work Right

We make them fit comfortably and show easy ways to insert, remove, and change batteries even with limited dexterity.

EXPECT

No-Pressure Selling

No high-pressure programs or phone solicitation. We simply want to help you hear better.

ASSURANCE / GUARANTEE

Experienced, Independent & Diversified

25 years in business, representing 15 brands. We find the right solution within your budget, money-back guarantee if you're not 100% satisfied.

Design & Layout Best Practices

- Visually pleasing, with interesting design elements and white space for readability.
- Balanced, organized, and informational in appearance.
- No smaller than an 11-point readable font and avoid hard-to-read or unusual styles.
- Use business and certification logos (mind trademark restrictions) at the top of the capability statement.
- Use bullets, color, and bold / italic / underline to draw attention to key areas.
- Add descriptive, relevant photographs, a picture can be worth a thousand words.

“White space is not empty space, it is what makes the important things stand out.”

Tag Lines & Slogans That Stick

A few key things to remember:

Short & Sweet

Highlight the one or two key points about your business.

Catchy

Rhymes or has a memorable ring to it.

Memorable

Quickly recognizable, sometimes the tagline is what a Supplier Diversity Manager remembers about you.

Benefit-Driven

Sell the benefit, not the feature, make the payoff clear.

Positive

Leaves upbeat feelings, e.g. Reese's "Two great tastes that taste great together."

Audience-Aware

Keep the target in mind, supplier-diversity pros span industries, so skip the nitty-gritty jargon.

Tag Lines & Slogans...Examples

Nike *“Just Do It”*

Apple *“Think Different”*

L’Oreal *“Because you’re worth it”*

Dunkin’ Donuts *“America runs on Dunkin’”*

Printer *“You think it, we ink it”*

Tow Truck Co. *“We meet by accident”*

Delivery Co. *“Every time you call, we deliver”*

Construction Co. *“Creating clarity out of construction chaos”*

Veteran Staffing *“We bring boots into your business”*

General *“Well done is better than well said”*

General *“Thoughtfully crafted & honestly priced”*

Founding line *“Founded on service, built with integrity”*

LET'S DISCUSS

Questions?



The Veteran Advantage for SD/VOBs



Military training and experience endow veterans with skills that add real value in business:

1

They 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

They understand the importance of team building.

The Quality Traits Advantage

SD/VOBs make great suppliers thanks to traits honed during their service:

Loyalty	Duty	Respect	Selfless Service
Honor	Integrity	Personal Courage	Teamwork
Leadership	Management Skills	Fortitude	Character
Perseverance	Work Ethic	Self-Discipline	Mental Toughness
Responsibility	Accountability	Crisis Management	Risk Assessment
Strategic Thinking	Adaptability		

POLL 3: Staying Current

When was the last time you reviewed or updated your capability statement?

- Within the last 3 months
- 3-12 months ago
- More than a year ago
- I don't know / never updated it

THANK YOU FOR ATTENDING



Let's Build your Capability Statement Together

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A stylized American flag with stars and stripes, positioned in the top left corner of the slide.

Q & A



NVBDC Events



View All Events &
Register Today!

nvbdc.org/events

Office Hours (*NEW!*):

- **Artificial Intelligence (AI), Capability Statements & Cybersecurity**
Thursday, August 20 – 11:30 a.m. to 1:00 p.m. ET

Register Now!

- **2026 National Veteran Business Matchmaking Conference & Veteran Marketplace**
October 4 - 6, 2026
MotorCity Casino Hotel | Detroit, MI

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!



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!





Thank You For Joining Us Today!

**Private Sector Capability Statements
Best Practices**

