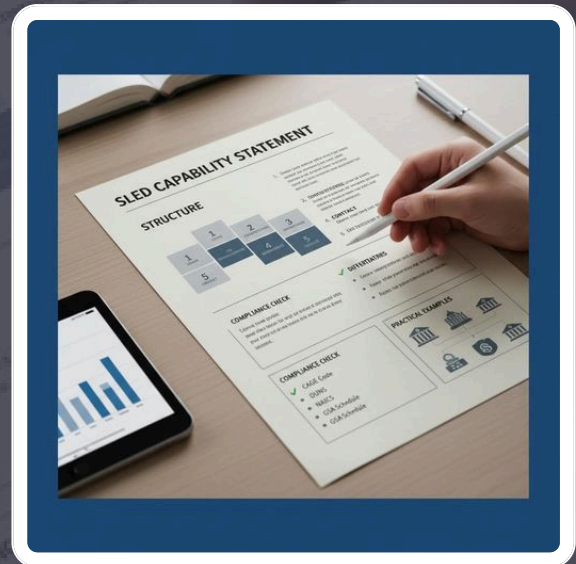


# Course 1 Lesson 27 SLED Ready Vendor Capability Statement

A fast, easy-to-follow course on building a SLED-ready capability statement using clear visuals, simple explanations, and practical examples. Learn the one-page structure buyers expect, avoid common compliance mistakes, and finish with a final quiz to check your understanding.



Created by **Collab P Learn**



## Course Objectives

- Explain what a SLED capability statement is, when it is used, and how it differs from a marketing brochure or proposal.
- Identify the standard one-page SLED capability statement structure, including the six sections buyers expect to scan first.
- Avoid common compliance, NAICS, formatting, differentiator, and past performance mistakes while tailoring a statement for agency buyers and prime contractors.

## Skills and Knowledge

SLED procurement

capability statement

compliance

NAICS

past performance

supplier readiness

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# 1. Introduction

## 1.1. Welcome

# SLED Capability Statement Essentials



This fast, practical course teaches new and early-stage vendors how to create a compliant one-page SLED capability statement that agency buyers and prime contractors can scan and verify in 60 seconds. You will learn the standard one-page structure, what compliance details to centralize (SAM.gov, NAICS, active certifications), how to choose concise past performance examples and evidence-based differentiators, and the common mistakes that trigger disqualification. Finish with a short quiz and a simple checklist so you can produce a SLED-ready statement for outreach and partner reviews.

### What You Will Learn



#### **Crafting Clarity**

Master the art of drafting a concise and impactful capability statement that captures buyers' attention in just 60 seconds.



#### **Ensuring Compliance**

Learn to navigate complex compliance standards effortlessly, avoiding pitfalls that could jeopardize your vendor status.



#### **Highlighting Strengths**

Discover how to effectively showcase your differentiators and past performance to resonate with SLED agency buyers and prime contractors.



#### **Strategic Positioning**

Gain insights on how to position your capabilities in a way that reduces risk perception for agency evaluators.



### **Maximizing Opportunities**

Equip yourself with strategies to leverage capability statements for successful vendor outreach and increase your chances in competitive bids.

## 2. What a Capability Statement Is in SLED

### 2.1. What It Is in SLED



A SLED capability statement is a focused screening and validation tool used by agency buyers and prime contractors to make fast eligibility and fit decisions. Readers expect to confirm relevance and procurement eligibility within about 60 seconds, so content must be factual, verifiable, and scannable rather than promotional .

Explore these four key sections on creating a compliant one-page SLED capability statement for vendors.

#### **Purpose**

A SLED capability statement is a vital tool for demonstrating your eligibility and qualifications to agency buyers. It helps in making quick and informed decisions.

#### **Key Components**

- **Brief Overview:** Summarize your business and services.
- **Core Competencies:** Clearly outline your main strengths and offerings.
- **Past Performance:** Include relevant examples showcasing your previous work.

#### **Scannable Format**

Ensure your capability statement is organized for quick reading. Use bullet points, bold text, and headings to highlight essential information.

#### **Compliance Matters**

Focus on factual and verifiable data rather than promotional language. Ensure all claims can be substantiated to maintain credibility.

Swipe through 6 slides to learn key points about creating a compliant capability statement.

### **Purpose and evaluator intent**

Buyers and primes use capability statements to shortlist vendors and confirm that basic procurement requirements are met before any formal solicitation or proposal work begins. Typical uses include pre-RFP market research, supplier diversity outreach, prime-contractor intake, and informal vendor discovery. The document validates that the vendor holds required registrations and certifications, that core competencies map to relevant NAICS codes, and that past performance is comparable and verifiable.

### **What it is not, and why that matters**

**A capability statement is not a marketing brochure or a full proposal.** Promotional language and broad narrative add little value and can harm credibility. Evaluators are looking to confirm facts, not to be persuaded, so claims must be verifiable and concise. If the statement cannot be scanned and understood quickly, it fails its primary function regardless of writing quality.

### **How screening works in practice**

Evaluators scan predictable locations for key data. A single, dedicated compliance section that lists active certifications, relevant NAICS codes, and registration status makes verification faster and reduces audit risk. Past performance examples are judged by relevance to the agency type and scope, not by quantity; three comparable, verifiable examples outperform many vague entries. Differentiators should reduce perceived buyer risk and be supported by evidence, not buzzwords.

### **Short scenario to apply the concept**

Imagine a county procurement officer running market research for a facilities maintenance contract. They open several one-page statements and first check the compliance block for state vendor registration and relevant NAICS codes. If those are present and active, they scan two or three past performance entries for comparable county work. If both eligibility and relevance check out within a minute, the vendor moves onto the shortlist. If the statement is promotional, inconsistent, or missing verifiable certifications, it is likely set aside.

### **Actionable tips and reflection prompt**

- Put all compliance data in one clearly labeled place, and verify each item before submission.
  - Limit NAICS codes and past performance to what directly maps to the opportunity; prioritize relevance over volume.
  - Make differentiators evidence-based and short, two to three items maximum.

### **Considerations for your statement**

Consider: what single fact or verifiable example could let an evaluator confirm your eligibility in under 60 seconds? Use that fact as the focal point of your statement and ensure it appears where an evaluator will look first.

## 2.2. When It Is Used

Capability statements are most useful before formal solicitations, when buyers and prime contractors need a fast way to confirm eligibility and fit. Sending the right one-page statement at the right moment increases the chance of being shortlisted or invited to bid. Below are the common SLED use cases, what each audience needs first, and precise items to emphasize so a one-page statement performs under quick review.

This interactive has three sections to help you understand the importance of capability statements and when to use them; expand each section to learn more.

### When to Use

Capability statements are ideal before formal solicitations. They allow buyers and prime contractors to quickly confirm:

- Your eligibility
- Your fit for the project Sending a tailored one-page statement at the right time boosts your chances of being noticed.

### Who Needs It?

Different audiences require different information:

- **Buyers** look for relevant experience and qualifications.
- **Prime Contractors** need to see your capabilities in relation to their requirements. Understanding these needs helps you create a more effective statement.

### Key Points to Highlight

To make a strong impression, emphasize:

- Your core competencies
- Relevant past performance
- Distinct qualifications that set you apart Focus on clarity and brevity to ensure your statement stands out during quick reviews.

Review this structured list of 5 key takeaways for creating compliant capability statements.



#### Pre-RFP outreach: What to prove and why

Purpose: Agencies gather capability statements during market research to shape shortlists and inform solicitation content. What matters: Clear evidence of relevant NAICS-aligned competencies, active registrations such as SAM.gov, and two to three comparable past performance examples. Buyers need facts they can verify quickly. Practical tip: Lead with NAICS codes and a compliance block so an evaluator can confirm eligibility in under a minute. The one-page standard and 60-second scan expectation matter here.



### Vendor outreach campaigns and events

Purpose: Procurement teams collect statements during supplier diversity outreach, prequalification drives, and vendor fairs to populate vendor lists. What matters: A concise organizational overview, two to three differentiators tied to verifiable credentials, and a clean contact block. Avoid marketing language. Practical tip: Use a readable PDF, keep hyperlinks only to registration records, and ensure text remains selectable when converted. Test the file in common procurement portals.



### Prime partner assessment

Purpose: Prime contractors screen subcontractor candidates for risk, fit, and SLED familiarity before offering roles on bids or teaming agreements. What matters: Evidence of reliable delivery in similar public-sector contexts, clear statement of scope to avoid overlap with the prime, and verifiable past performance contacts. Primes prioritise reliability and relevance. Practical tip: Maintain a prime-focused variant that highlights contract management processes, reporting experience, and compliance history. You do not need a full rewrite, but reorder emphasis for the prime audience.



### Informal market research

Purpose: Agency staff sometimes request statements outside formal notices to learn what vendors exist for a capability area. What matters: Clarity and verifiability. Include jurisdictional registrations only when relevant, and select two to three past performances that make the clearest case for comparability. Practical tip: If you lack direct public-sector work, list government-adjacent or subcontract experience clearly, and be transparent about role and scope. Primes accept honest labeling of capacity.



### Worked example: County IT office asks for a capability statement

Scenario: A county procurement officer emails seeking capability statements for an upcoming IT services RFP. They want quick confirmation that vendors are registered and have district or county experience. What to send: A one-page PDF that opens with legal name and contact, a two-sentence factual overview, three core competencies mapped to two to four NAICS codes, two brief past performance items from similar government clients with contact points, two evidence-based differentiators, and a consolidated compliance section listing SAM.gov and required state portal registrations. Why it works: The document validates eligibility first, shows comparable experience second, and reduces verification friction for the county reviewer. Buyers scan rather than read.

Activity	Purpose	What Matters	Practical Tip
Pre-RFP Outreach	Agencies gather capability statements during market research.	Relevant NAICS competencies, active registrations, and comparable past performance examples.	Lead with NAICS codes and a compliance block for quick eligibility confirmation.

Activity	Purpose	What Matters	Practical Tip
Vendor Outreach Campaigns	Procurement teams collect statements during outreach to populate vendor lists.	Concise organizational overview and differentiators tied to verifiable credentials.	Use a readable PDF and avoid marketing language.
Prime Partner Assessment	Prime contractors screen subcontractor candidates for risk and fit.	Evidence of reliable delivery and relevant past performance contacts.	Maintain a prime-focused variant highlighting contract management processes.
Informal Market Research	Agency staff request statements outside formal notices.	Clarity and verifiability; include relevant jurisdictional registrations.	Be transparent about direct public-sector or government-adjacent experience.
Worked Example	Capability statement for an upcoming IT services RFP.	Legal name, core competencies, brief past performances, and compliance section.	Document validates eligibility and reduces verification friction.
Actionable Checklist	N/A	Keep one master statement and two tailored variants.	Review and update the statement annually.

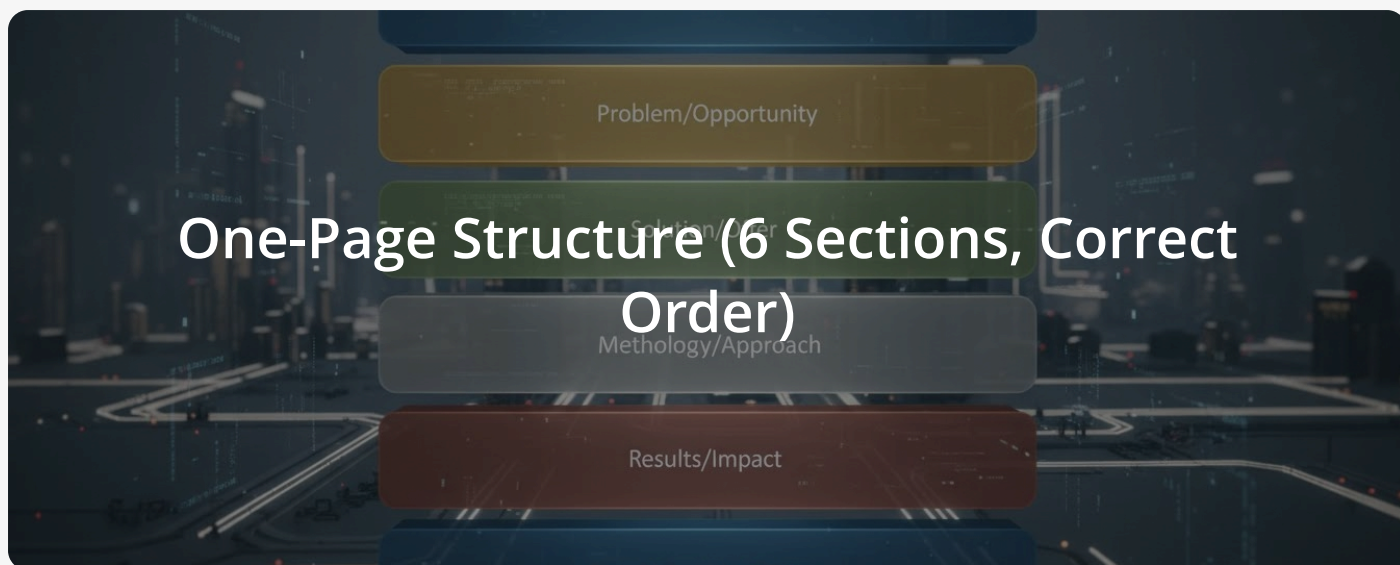
#### QUESTION 1

**What is the primary purpose of collecting capability statements during pre-RFP outreach?**

- To verify vendor registrations only
- To shape shortlists and inform solicitation content
- To gather marketing materials from vendors
- To assess inventory and supply chain capabilities

### 3. Standard SLED Capability Statement Format

#### 3.1. One-Page Structure (6 Sections, Correct Order)



Buyers and prime contractors scan quickly to confirm eligibility and relevance. Use a predictable order so evaluators can find what they need within seconds, and keep every item factual and verifiable. The standard sequence below is what SLED reviewers expect and what reduces the risk your statement will be set aside during screening .

Explore three key components to create an effective capability statement for SLED opportunities.

Structure	Clarity	Relevance
Organize your capability statement in a standard sequence. This helps buyers and contractors find the information they need quickly and ensures your document is user-friendly.	Use clear and concise language. Avoid jargon; focus on facts and verifiable details that highlight your qualifications and experience.	Tailor your capabilities to match the specific needs of SLED purchasers. Emphasize your eligibility and relevant experience to increase the chances of selection.



*"The best way to predict the future is to create it."*

~ Peter Drucker

Review the key points for creating a compliant one-page capability statement, consisting of six items.



### **Header**

Identify the legal entity and provide a clear, primary point of contact so verification is immediate. Include registered legal name, main contact name, phone, email, website, and an active SAM.gov or equivalent registration status. Accuracy here must match external registries.



### **Organizational overview**

One concise factual snapshot of what the organization does and where it operates. Limit to three or four short sentences. Give founding year, approximate staff size, core service area, and the buyer types served. Avoid promotional language or mission statements.



### **NAICS-aligned competencies**

Show specific capabilities that map to the NAICS codes buyers use to search and categorize vendors. List five to seven competencies that match two to four relevant NAICS codes. Use precise activity labels rather than broad terms such as "consulting" or "technology solutions."



### **Differentiators**

Communicate two to three evidence-based claims that reduce buyer risk. Each differentiator should be outcome-focused and verifiable, for example, a documented timeline improvement, local jurisdiction experience, or a recognized process maturity certification. Avoid buzzwords without supporting evidence.



### **Compliance and certifications**

Centralize active, verifiable compliance information so evaluators can confirm eligibility quickly. Include active certifications with expiration dates if required, relevant NAICS codes, CAGE code and SAM.gov status, and jurisdictional registrations. Do not list expired or pending certifications. Keep all compliance data in this single block to avoid inconsistency and audit risk.

## 3.2. Evaluator Scanning Rules

Most SLED reviewers spend only a short moment deciding whether a vendor is eligible and relevant, so clarity and predictable structure matter more than persuasive design. Deviating from the one-page, six-section standard signals unfamiliarity with procurement norms and often causes statements to be set aside before a substantive check. The goal is simple: make it possible for a buyer or prime to confirm relevance and eligibility in about 60 seconds.

Explore these summary cards on crafting effective capability statements. Review and compare the information for better understanding.

### Evaluator Focus

SLED reviewers spend mere moments determining vendor relevance. Your capability statement must be clear and structured, enabling quick validation.

### One-Page Standard

To avoid rejection, keep your capability statement to one page with six specific sections. This ensures familiarity with procurement expectations.

### Time Consideration

Aim for clarity that allows a reviewer to assess your statement in about 60 seconds. Predictable formats enhance your statement's visibility and impact.

### Focus on Clarity

Make your capability statement easily scannable by using a one-page format and a predictable structure. Centralize compliance information and highlight two to three relevant past performance examples to enable quick verification by reviewers.

Review these 5 key takeaways to ensure your capability statement is compliant and effective.



### How evaluators scan and validate quickly

Evaluators scan, they do not read. Reviewers look for a few high trust markers and move on if they cannot find them fast. Visual hierarchy and predictable placement of key information speed that process.



### Why deviating from the standard reduces review likelihood

Signals of unfamiliarity. Unusual order, extra pages, or scattered compliance details tell reviewers the vendor does not follow public procurement norms, which raises risk. Many reviewers will stop at that cue.



### What buyers check first, in practice

Presence of an authoritative contact and registration, then a quick match of competencies to the opportunity, then evidence that the firm has done comparable public-sector work and holds active certifications. If those checks succeed, reviewers spend more time. If any fail or are missing, the document is moved down the list.



### Practical checklist to avoid being skipped

Keep the standard one-page format and predictable order, so reviewers find key items fast. Centralize compliance and certification details, include active expiration dates, and avoid repeating the same credential in multiple places. That lowers audit risk and speeds verification.



### Actions to take right now

Can a reviewer confirm eligibility and relevance in 60 seconds? If not, edit for clarity and predictable placement of evidence.

#### QUESTION 1

#### What is the primary goal of a one-page capability statement for SLED reviewers?

- To persuade the reader with graphic design.
- To confirm relevance and eligibility within 60 seconds.
- To provide exhaustive details about all services offered.
- To showcase awards and accolades prominently.

## 4. Embedding Compliance Without Creating Risk

### 4.1. Centralize Compliance Without Audit Risk



Centralizing compliance into one clear, verifiable block makes your capability statement easy to scan and far less likely to trigger audit questions. Focus on presenting only active, jurisdiction-relevant credentials and a simple maintenance routine so evaluators and prime contractors can confirm eligibility in seconds.

Explore 5 key points on creating a compliant capability statement; flip each card for insights.

#### Compliance Centralization

Keeping all compliance-related information consolidated makes your capability statement easier to review. It helps avoid confusion and minimizes the likelihood of triggering audit questions.

#### Active Credentials

Include only currently active and relevant credentials in your statement. This ensures your eligibility can be quickly verified by evaluators or potential partners.

#### Scan-Friendly Layout

Design your capability statement to be easily scannable. Use bullet points and headings to help evaluators find essential information quickly.

#### Maintain Routine

Establish a simple routine for updating your capability statement. Regularly check and revise to ensure all credentials are current and relevant.

### Verifier Focus

Highlight information that allows quick verification. Think about what decision-makers need to confirm your eligibility at a glance.

### Stay Compliant

Ensure you maintain a single source of truth for all your active credentials. This minimizes audit risks and simplifies submission processes by only listing verifiable credentials in your compliance block.

Swipe through for a simple guide on creating a compliant one-page capability statement with 6 slides.

### What to include and what to omit

**Include only active, verifiable items:** SAM.gov registration and CAGE code, two to four relevant NAICS codes, jurisdiction registrations required for the opportunity, and active MBE/WBE/SBE or HUBZone status with expiration dates.

### Exclusions

**Exclude expired, pending, or unverifiable credentials,** awards or memberships presented as compliance, and private-sector credentials that do not establish public-sector eligibility.

### Practical layout

Use a single labeled compliance block with compact, predictable lines. Keep each line short so the whole block fits the one-page format.

- SAM.gov: Active, CAGE 1A2B3 (verified 2026-04-01)
- NAICS: 541512 (software dev), 541611 (admin mgmt)
- State registration: Virginia Vendor ID 12345 (active)
- Small business: SBE (expires 06/30/2026)
- ISO 9001: Certificate 987654 (expires 01/15/2027)

### How to avoid inconsistency and audit exposure

**Single source of truth:** Maintain an internal compliance inventory that lists every credential, issuing authority, identifier, and expiration date. Pull the compliance block verbatim from that inventory for every capability statement version.

### No scattered claims

**Do not repeat certifications** in the overview, differentiators, and footer. If a differentiator depends on a certification, reference the evidence succinctly and point evaluators to the compliance block (for example, "See compliance: ISO 9001, cert 987654"). Scattered mentions increase version errors and invite verification failures.

### Verify before you send

**Confirm each credential is active** on the issuing authority's registry the day you submit. Remove or mark anything that is under renewal or pending.

### Why this pays off

**Centralizing compliance** reduces contradictions that trigger audit scrutiny, speeds evaluator review, and signals procurement maturity to primes and agencies. For early-stage vendors, disciplined centralization is a simple, high-impact way to appear reliable and avoid avoidable disqualifications.

## 4.2. 2025-2026 Formatting and ESG Expectations

Start by thinking like an evaluator. Use plain, active sentences for every compliance claim, make the file easy to ingest in procurement systems, and include ESG only when the solicitation asks for it or when you can cite verifiable data. These three habits reduce audit risk and keep a one-page capability statement focused and credible.

Explore the key aspects for creating a compliant one-page capability statement by expanding each section.

### Evaluator Mindset

Think like an evaluator when crafting your capability statement.

- Use clear and active language.
- Focus on compliance claims to reduce audit risks.

### Effective Formatting

Ensure your file is easy to process in procurement systems.

- Use straightforward layouts.
- Stick to one page to maintain focus and clarity.

### Include ESG Wisely

Only incorporate ESG information when necessary.

- Respond to solicitation requests or provide verifiable data.
- Ensure relevance to maintain credibility.

Review the essential requirements for creating a compliant one-page capability statement with 5 important takeaways.



#### Plain-language compliance wording

Keep compliance lines short, factual, and auditable. Use active voice, define any acronym on first use, and avoid technical jargon that is not standard for the target agency, because plain-language checks are being applied by more SLED offices in 2025 and 2026. Use a single sentence or bullet that lists only active credentials that matter to the opportunity, for example: SAM.gov registered, CAGE [code], State vendor ID [number], NAICS [codes], MBE/WBE active through [MM/YYYY]. Avoid narrative or mission language in the compliance area so evaluators can verify status quickly.



### Digital submission compatibility checklist

Preferred format: PDF for most submissions, unless the intake system specifies otherwise. If a system requires another format, follow it exactly. Selectable text and searchable content. Do not submit scanned images of text; text must convert cleanly to plain text for digital import and searchability. Standard, embedded fonts. Use common system fonts and embed them so rendering does not break when imported into procurement platforms. Single-column layout and simple tables. Avoid complex multi-column designs or heavy graphic elements that can fail on import and hide searchable text.



### When to include ESG and how to state it

Include ESG references only when the solicitation, prequalification, or agency guidance specifically requests ESG criteria, or when you have verifiable evidence that directly addresses the ask. Generic ESG boilerplate lowers credibility and can be flagged during review. When you do include ESG, keep statements short, specific, and supported by a citation or reference. Use one line in the compliance area or a single, evidence-based differentiator when it directly reduces buyer risk.



### Quick application task

1. Replace any compliance text that reads like marketing with the plain-language template above. Confirm each certification is active before listing it and remove expired or pending items.
2. Save a PDF copy, test the file in the agency or prime contractor portal if you can, and verify text is selectable and fonts render correctly.
3. For any ESG claim you want to include, list the data source or certification next to the claim and ask: can a verifier confirm this in under a minute? If not, remove it.



### Reinforcement and final actions

Actionable priorities: keep compliance phrasing factual and short, make the file digitally testable and searchable, and include ESG only when required or supported by verifiable evidence. Two-minute check: open your PDF, try to select text, check one link, and confirm the compliance line lists only active credentials. Reflective prompt: which single ESG metric can you prove with external documentation right now, and does that metric map to any current solicitation criteria? Use that metric only if the answer is yes.

#### QUESTION 1

#### What is one key habit to reduce audit risk when creating a capability statement?

- Use complex jargon to impress evaluators.
- Include ESG statements regardless of the solicitation requirements.
- Make compliance claims with plain, active sentences.
- Add lengthy narratives to explain your company's mission.

## 5. How Evaluators and Primes Actually Use Capability Statements

### 5.1. How Agencies vs Primes Use the Document



A capability statement must answer two different questions at a glance: Can the vendor meet an agency requirement, and can the vendor be a reliable partner for a prime contractor. Learn what each evaluator scans for and how to nudge a one-page statement to reassure both audiences without rewriting the whole document.

Explore the key elements of a compliant capability statement across 3 sections by expanding each one.

#### Vendor Requirements

A capability statement must clearly demonstrate whether you can fulfill an agency's needs. Consider these points:

- Align your offerings with agency goals.
- Highlight relevant experience and past performance.
- Clearly state certifications and capabilities.

#### Partnership Reliability

Demonstrate how you can be a trustworthy partner to prime contractors. Include:

- Your financial stability and operational capacity.
- Testimonials or references from previous collaborations.
- A description of your project management approach.

#### Evaluation Tips

To enhance your one-page statement for evaluators, focus on:

- Concise and clear language.
- Easy-to-read formatting and bullet points.
- Tailoring content to specific agencies and prime contractors.



*"The greatest risk is not taking one."*

~ **Anonymous**

Review these key points on creating a compliant one-page capability statement, with 5 items for effective understanding.



### **Eligibility and registrations**

Buyers check active certifications, SAM or state portal registration, and NAICS alignment to confirm the vendor is eligible for the procurement category.



### **Relevance to need**

Agencies want to see core competencies that match the anticipated work and past performance for comparable agency types and scope.



### **Partner fit and scope clarity**

Primes assess whether services will complement the prime team, avoid overlap, and plug specific gaps in the prime proposal.



### **Centralize compliance**

Put active certifications, NAICS, and registration status in a single, clearly labeled block so both buyers and primes can verify credentials quickly.



### **Limit NAICS codes**

Limit NAICS codes to the two to four most relevant entries.

## 5.2. Past Performance and Differentiators That Win

Agencies and prime contractors use past performance and differentiators to answer one simple question: is this vendor a lower-risk choice for the work at hand. Well-selected past performance proves capability with proof, not praise. Focus on three verifiable examples and two to three differentiators that directly reduce buyer or prime risk.

Explore 5 key concepts about past performance and differentiators; flip to learn more.

### Past Performance

Past performance refers to your company's historical experience with similar projects. Highlight three specific examples that demonstrate your capability and reliability in delivering results.

### Verifiable Examples

Choose examples that include:

- Project scope and objectives
- Timeline and completed milestones
- Measurable outcomes or impact

### Risk Reduction

Differentiate your business by showing:

- Proven efficiency in similar projects
- Strong teamwork and collaboration practices
- Financial stability and project management skills

### Proof Over Praise

Agencies prefer evidence. Use quantifiable metrics such as cost savings, project efficiency, or positive client feedback to substantiate claims of your capability.

### Tailored Differentiators

Identify 2-3 unique strengths that make your company a low-risk choice:

- Specialized expertise or technology
- Exceptional customer service
- Strong local connections and initiatives.

Swipe through 5 slides to learn about persuasive past performance for capability statements.

### What makes past performance persuasive

**Relevant:** Pick examples that match the agency type, service scope, and outcome you are pursuing. A school district IT rollout is relevant when pursuing education technology work, while unrelated commercial work is not useful for SLED evaluators.

### Comparable

**Comparable:** Match scope, scale, and complexity. Small pilots do not prove capacity for larger contracts. Include contract value ranges only when they are comparable to the opportunity you want to win, otherwise leave value for the full proposal.

### Verifiable

**Verifiable:** Each entry should be confirmable by a third party. Provide the agency name, a concise scope line, contract dates, and a point of contact where permitted. Most SLED reviewers expect recent experience, roughly within five to seven years, and prefer three strong, specific examples over many vague ones.

### Practical checklist for past performance entries

- Agency or organization type (for example, county health department, state DOT, school district)
  - One short scope phrase (five to eight words) describing the work performed
  - Measurable outcome or result (cost saved, timeline met, compliance achieved)
  - Contract period (month/year to month/year) and reference contact if allowed.

### Differentiators that actually reduce perceived risk

Make differentiators answer buyer concerns. Effective differentiators are risk-reducing, outcome-focused, evidence-based, and meaningful to public buyers. Examples that succeed include documented implementation timelines faster than category average, local compliance experience that shortens onboarding, and recognized process certifications that show discipline and predictability.

QUESTION 1

**What is the primary purpose of including past performance examples in a proposal for SLED opportunities?**

- To showcase all prior work experience, regardless of relevance.
- To demonstrate capability and show lower risk for the buyer.
- To provide vague statements about the organization's success.
- To include as many examples as possible to fill the page.

### 5.3. Final Master Quiz

#### QUESTION 1

**What is the primary purpose of a SLED capability statement?**

- To replace detailed proposals in the bidding process.
- To demonstrate technical expertise through extensive detail.
- To serve as a marketing brochure for brand promotion.
- To facilitate rapid validation and screening of vendor eligibility.

#### QUESTION 2

**Which of the following is NOT a required section in a SLED capability statement?**

- Header with contact information.
- Compliance and Certifications.
- Organizational Overview.
- A detailed company history.

#### QUESTION 3

**Explain why compliance information should be centralized in a SLED capability statement.**

#### QUESTION 4

**What is the standard length for a SLED capability statement?**

- No Standard Exists
- Two Pages
- Three Pages
- One Page

QUESTION 5

**What differentiates effective past performance examples in a capability statement?**

QUESTION 6

**How should active certifications be presented in a capability statement?**

- Include both active and pending certifications.
- List only those active and verifiable at the time of submission.
- Create a comprehensive list of all certifications, regardless of status.
- Reference any certifications previously held.

QUESTION 7

**Describe what constitutes an effective differentiator in a SLED capability statement.**

QUESTION 8

**What is a key consideration for formatting a SLED capability statement for digital distribution?**

- Include extensive narrative details to support claims.
- Use varying font styles to highlight sections.
- Ensure it remains within one page while being scannable.
- Maintain color graphics for visual appeal.

## 6. Summary

### 6.1. Summary

Congratulations on completing the course! We are thrilled you took the time to engage with the 'SLED Capability Statement' training. This course provided you with a clear and structured approach to creating a compliant one-page capability statement specifically designed for state, local, and education (SLED) opportunities. Through practical examples and visual guides, you have equipped yourself with the essential knowledge and skills to navigate the procurement landscape effectively.

Upon finishing the course, you should be able to:

- **Explain** the purpose of a SLED capability statement, recognizing it as a validation tool rather than a marketing or proposal document, and understand its role in the vendor selection process.
- **Identify** the standard one-page structure, which consists of the six essential sections buyers expect: Header, Organizational Overview, Core Competencies, Differentiators, Past Performance Highlights, and Compliance and Certifications.
- **Avoid common mistakes** related to compliance, NAICS code overloading, scattered data, and unsubstantiated differentiators that can undermine your statement's effectiveness.

This course was designed to ensure you feel confident in drafting a capability statement that meets SLED evaluators' expectations, allowing you to stand out as a viable candidate for upcoming procurement opportunities. Remember, your capability statement is not just a static document; it should be reviewed and updated regularly to reflect any changes in certifications, past performance, or market requirements. Good luck with your future endeavors in the SLED marketplace!

This course consists of six sections. Expand to learn about each section's content.

#### Section 1: Introduction

- Overview of course objectives and significance.
- Explanation of key concepts and relevance to learners.

#### Section 2: Basic Principles

- Introduction to foundational theories and methods.
- Discussion of essential terms and frameworks.

#### Section 3: Applications

- Real-world examples of principles in action.
- Case studies and practical exercises to illustrate concepts.

#### Section 4: Advanced Topics

- Exploration of complex ideas and recent developments.
- Deeper dive into specialized areas within the subject.

## Section 5: Strategies for Success

- Effective techniques and best practices to enhance learning.
- Tips for applying knowledge in various contexts.

## Section 6: Summary and Future Directions

- Recap of key learnings and their implications.
- Encouragement to pursue further study and applications.

## Further Readings

If you would like to find out more information about this course, follow the links below:

- [Capability Statement: Complete Guide with Templates \(2026\)](#)
- [7 Common Capability Statement Mistakes That Cost You Contracts ...](#)
- [What Does SLED Stand For? A Complete Guide to State, Local, and ...](#)
- [What Is a Capability Statement in Australia - GovBid](#)
- [How Decision-Makers Really Use Capability Statements - Brand Hero](#)