

Capability Statement

Your Logo Here

Tip: This is a content & design template. Show your logo and contact information, with a specific person's

CORE COMPETENCIES

Tailor your Capability Statement to reflect your audience. An example first sentence is, "[Your Company] helps the [Target Agency or Prime Contractor] in their requirement for [specific requirements]."

Short introduction statement relating the Company's core competencies to the agency's specific needs follow by keyword heavy bullet points.

Tips:

- No Long paragraphs
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint or other format

COMPANY DATA

One very brief paragraph of company description detailing pertinent facts.

Tip: Readers will visit your website for additional information.

Make sure your website is constantly updated and government-focused.

List specific Codes:

- Socio-economic certifications: 8(a), HUB Zone, SDVOB, etc.
- DUNS
- NAICS (all)
- CAGE Code
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s)
- Other federal Contract vehicles
- BPAs and other federal contract numbers
- State and other contract numbers

DIFFERENTIATORS

Identify what makes you different from your competitors and how this benefits the targeted agency.

TargetGov Tip: Relate your key differentiators to the needs of the agency, prime or teaming partner.

A differentiator should be a **clear value statement** detailing what makes your company different from its competitors *relating to the upcoming opportunities*

Sample Differentiator Questions

- Why did your biggest customer want you?
- How and why is your company the best choice for the needs of this opportunity or agency?
- What is it about your services/products that make you stand out from the rest?

PAST PERFORMANCE

List past customers for whom you have done similar work. Prioritize by related agency, to all federal to other governments to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list

Formatting:

Name of the Agency, Department, or Company. Contract # (if applicable), Value, Timeframe, Brief description of the work done. *Include metrics or customer benefits.* End with Contact: Name, Position/Title, Email, Phone

Tip: Ideally, include specific contact information for immediate references. Include name, title, email, and phone.

Your address, phone numbers (voice, mobile, and fax), email, website, and other related contact information

Please contact CT PTAC for further assistance