**Capability Statement**

Your Logo Here

TargetGovTip: This is a content & design template. Show your logo and contact information, with a specific person’s name, phone, and email.

**Core Competencies**

**Company Data**

Company History

One very brief paragraph of company description detailing pertinent facts.

TargetGovTip: Readers will visit your website for additional information. Make sure your website is constantly updated and government-focused.

List Specific Codes:

* DUNS
* Socio-economic certifications: 8(a), HUB Zone, SDVOB, etc.
* 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 contract Numbers

Tailor your Capability Statement to reflect your audience. An example first sentence is, “[Your Company] is able to help 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 followed by keyword heavy bullet points.

TargetGov 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

**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.

**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 all other government 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

TargetGov 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

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