

Your
company
logo

Your Company Name

Capabilities Statement

- (1) Replace this with a short intro paragraph describing your business. (2) Use clear, concise, and substantiated statements. (3) Convey who you are without repeating your core competencies or differentiators word for word.

Core Competencies

- Bulletized list
 - of services your company offers
 - list in priority order - significance
 - no narrative descriptions
 - customize to focus on potential client needs
- Separate topics as needed
 - make this an at-a-glance list
 - not a sales pitch - save that for Differentiators
 - if using details, quantify and qualify whenever possible

Differentiators

What makes you different from the competition? Are your employees especially skillful? Why is your service/product better? Use data if possible and be very concrete and BRIEF.

Experience

Most recent or Most Relevant Client - [Period of Performance]

List experience in order of relevance to audience. Customize to focus on what the potential client may want. What did you do? How much were you paid?

Past or Next Most relevant Client - [Period of Performance]

Include dollar value, performance period, or other aspect that provide examples of success. The goal is to reflect depth, lowering client risk. Stay away from testimonials and references.

Past or Next Most Relevant Client - [Period of Performance]

If you don't have government contracting experience, you can list prior work experience! Anything commercial or corporate is best.

Company Snapshot

Established: 1996 (unless very recent)

CAGE: 1A2B3C

UEI: 1234567789

Do you accept credit/purchase cards?

List any contract vehicles

Specify if you serve a geographic area

NAICS Codes

236220 - Commercial and Institutional Building

236210 - Industrial Building Construction

115310 - Support Activities for Forestry

Licenses & Certifications

(can include cert logos here as well)

WOSB

WBE, etc.

Contractors License #12345

Contact

Your Name, Your Title

Email: name@company.com

(dont use generic/sales email address)

Phone: 111-222-3333

Fax: 333-222-1111

Address: 123 Your Street, City, IL 60000

Key Clients:

