

GOVERNMENT CAPABILITIES STATEMENT TIPS

1. Your capabilities statement is your brief 1-2 page document to inform customers about your company. A longer capabilities statement is proper to have in addition to a short one, but for the purpose of submitting it to the SBO office please stay within the page limit.
2. Know the key objectives you want to convey and anticipate what the customer is looking for in your document. Make sure you highlight the basics in a visible way (ie; Address, Website, Phone Number, Cage and DUNS Number, Primary and a few secondary NAICS codes).
3. Make the synopsis of your company's core competencies straightforward. Pictures are nice if you have room but are not always practical.
4. Include your past performance. If you have or have had contracts with the Government indicate the agency and type of work that was performed.
5. The example below is just a template to serve as an example. Remember, make it your own.

MIMICS A ONE (1) PAGE PIECE OF PAPER

Name of Company Company Logo Company Contact info (ie; address, website, phone number) Cage and DUNS Number Primary and a few secondary NAICS codes	This section is a brief synopsis of what your company actual does. This sections should not be too long but detailed enough to get the message to a reader of the capabilities of your customer.
This section should be a brief synopsis of your company's past performance. If you have done work for the DOD in the past I would highlight it in this area.	This section should be a brief synopsis of your company's is currently doing. If you currently have work with the Government I would indicate it here.

CAPABILITY STATEMENT



Core Competencies

Short introduction statement relating the company's core competencies to the agency's specific needs followed by **key-word heavy bullet points**.

- No long paragraphs
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency, prime or teaming opportunity
- Tailor each capability statement to the agency mission or specific opportunity
- Call this document a capability statement
- Preferably, this capability statement is one page, one side
- Got to two sides only if absolutely necessary
- Save and distribute as a .pdf, not a Word, PowerPoint or other format.

Past Performance

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

Differentiators

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

Company Data

One very brief company description detailing *pertinent* data.

Pertinent Codes

List specific pertinent codes

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

Your logo, address, phone numbers (voice, mobile & fax), email, website, and other related contact info.