|  |  |
| --- | --- |
| Company logo (if any) Company nameCompany address Company websiteContact information (Name, phone, email) | **CAPABILITY STATEMENT** |
|  |
| **Core Competencies****THIS IS YOUR SALES PITCH:** Short introduction of the company’s core competencies ***tailored to the customer’s/ agency’s specific needs***, followed by strong keyword bullet points. |
|  |
| **Past Performance** | **Differentiators (bullets)** |
| **List past customers for whom you have done similar work.** *If past projects do not relate to the targeted agency’s needs, do not list them*. Prioritize by related agency (i.e. federal, state, local, then commercial). Include specific contact information for references: *Name, title, email, phone*.If your company does not have relevant experience, highlight your team member’s experience that indicates your ability to perform | **Identify what makes you different from your competitors and how this benefits the agency.** *What is unique about your business and why is that important to the customer? Why you can do it better, faster, cheaper, on time?* ***DO YOUR RESEARCH!*** |
|  |
| **Company Data** | **List** **Pertinent** **Codes** |
| Very brief company description detailing pertinent data. (*American-owned*/ Date established/Business entity (*Florida LLC 2013*) Customers will visit your website for additional information. *Make sure your website is always up-to-date and demonstrates a government or business focus*. | * Special Certifications: 8(a); HUB Zone; Woman Owned Small Business (WOSB); Veteran Owned Small Business (VOSB); Service-Disabled Veteran Owned Small Business (SDVOSB); etc.
* Dun & Bradstreet (DUNS)
* NAICS codes for your primary service or product
* CAGE Code, if you have one
* GSA Schedule Contract Number(s)
* Other federal contract vehicles
* State/Local Contract Numbers
* Payment requirements, if applicable (*Major credit cards accepted*)
 |

**Guidelines:**

* Capability Statement *is a snapshot of your company’s strengths and experience doing the work that the agency or company wants or needs*. Customize it for each agency or company
* Designed as a single sheet; one side preferable but two sides, if necessary
* Use short sentences followed by strong keyword bullet points; no long paragraphs
* Create a separate document for each agency, prime contractor, and/or teaming partner
* Save this document as “(your company name)’s Capability Statement” and distribute as a PDF, not a Word, Powerpoint or other format