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| **CAPABILITY STATEMENT** Show your logo and contact information, with  a specific person’s name, phone and email.  **Sample Template**  **TargetGov Tip:** This is a CONTENT template, not a  Title this document: Capability Statement design template. Add color & graphic elements!  **Core Competencies**  Short introduction statement relating the company’s core competencies to the **agency’s specific needs** followed by **key-word heavy bullet points**  **TargetGov Tips:**   * 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 * Go to two sides only if absolutely necessary * Save and distribute as a PDF, not a Word, PowerPoint or other format   **Past Performance Differentiators**  List past customers for whom you have done Identify what makes you different from your *similar* work. Prioritize by related agency, to all competitors and how this benefits the targeted federal to other government to commercial agency  contracts. If the past projects do not relate to the  targeted agency’s needs, do not list it.  **TargetGov Tip:** Ideally, include specific contact **TargetGov Tip:** Relate your key differentiators to the information for immediate references. Include name, needs of the agency, prime or teaming partner.  title, email, phone. |
| **List Specific Pertinent Codes**  **COMPANY DATA**  DUNS   * Socio-economic certifications: 8(a),   One very brief company description detailing HUB Zone, SDVOB, etc.  *pertinent* data.  NAICS (all)   * CAGE Code   TargetGov Tip: Readers will visit your web site for  Accept Credit and Purchase Cards additional information. Make sure your web site is  GSA Schedule Contract Number(s) constantly updated *and* government‐focused.  Other federal contract vehicles   * BPAs and other federal contract numbers * State Contract Numbers |
| Your logo, address, phone numbers (voice, mobile and fax) email, web site and other related contact information |

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