

Capability Statement Worksheet

**Capability Statement Top of Page:**

Logo

Name:

Title:

Phone:

Email:

Website:

Other information: (Socio-economic certifications if appropriate)

**Core Competencies:**

[Your company name] provides the services [agency or prime in **BOLD**] requires to meet its mission of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by providing:

[bulleted lists matching specific requirements]

**Your version here:**

**Past Performance:**

[*Customer Name*]: Provided x-y-z services to enable the effective use of a-b-c thereby reducing costs by $xxx,xxx over three years. Name contract vehicle & amount. Give contact reference, name, title, phone and email.

**Your version here:**

**Differentiators:**

Identify **what makes you different** from your competitors

* Location
* Training
* ISO
* Exclusives
* Relationships
* Experience

And **how this benefits** the targeted:

* Agency
* Prime
* Team

Questions to help with your value proposition:

* 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?
* What is it about your people that give you the advantage over your competitors?
* Why are your products better solutions than the others that are available?
* Is your business located near the targeted agency?

Ideal differentiators:

* Speak EXACTLY to requirements
* Speak exactly to that decision-maker
	+ CO, COTR, PM, OSDBU, SBLO
* Are benefit-focused
* **Include metrics**
* Are straightforward, easy to understand
* Are branded to your company

What metrics can you use:

**List your differentiators here:**

**Company Data:**

* Federal: DUNS & CAGE Code
* NAICS (grouped)
* DOD: PSC & FSC codes
* GSA Schedule Contract Number(s)
* BPAs and other contract numbers
* Contract Numbers
* Socio-economic certifications: WOSB, 8(a), HUB Zone, SDVOB, Small
* 1 or 2 sentence summary of company highlights
* Financial stability
* Number of employees (if appropriate)
* Capacity
* Teams
* YOUR contact information:
	+ Name
	+ Email
	+ Phone: office, direct
	+ Printed on the Capability Statement, not attached as a business card