

# CAPABILITY STATEMENT

(Sample Template)

Company logo and contact information  
(Name, phone, email)

## Core Competencies

Short introduction statement of the company's core competencies tailored to the agency's specific needs followed by strong key-word bullet points

### Guidelines:

- No long paragraphs.
- Use short sentences followed by strong keyword bullet points
- Create a separate document for each agency, prime contractor, and/or teaming partner
- Tailor each Capability Statement to the agency mission or specific opportunity
- Title this document a "Capability Statement"
- Capability Statement should be one page and on one side
- Use 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 (i.e. federal, state, local, then commercial). If the past projects do not relate to the targeted agency's needs, do not list them. Include specific contact information for references. (Name, title, email, phone).

## Differentiators

Identify what makes you different from your competitors and how this benefits the agency. What is unique about your business. Why you can do it better, faster, cheaper. Relate your key differentiators to the needs of the agency, prime or team partner

## Company Data

One very brief company description detailing pertinent data. Customers will visit your website for additional information. Make sure your website is always up-to-date and demonstrates a government focus.

## List Pertinent Codes

- Duns
- Certifications: 8(a), HUB Zone, SDVOB, etc.
- NAICS
- Cage Code
- Accept Credit Cards
- GSA Schedule Contract Number(s)
- Other federal contract vehicles
- State/Local Contract Numbers

---

Company name, address, phone numbers (office, mobile, and fax) email, website.

# How to Write a Powerful Capability Statement For Government Contractors

By [Gloria Berthold Larkin](#)

## What is the Purpose of a Capability Statement?

Government contracting has developed into a very competitive marketplace, thanks to its potential for being very profitable. Companies of all sizes, from small, micro-firms with one employee to large, mega-firms with thousands of employees have been successful in selling products and services to government agencies at the federal, state, city, county and municipal levels.

However, competition has heightened as more companies try to break into, be competitive in, and stay successful in this market. Five years ago, no one knew what a Capability Statement was, and now, it is a critical tool to help you be as successful as possible, no matter what size company you represent.

Another complicating factor is that fewer people are employed by the government to handle outreach and acquisitions. This means that contractors must know how to distill the information that is most important to a particular decision-maker, state it in a clear, concise manner, and reinforce its importance to the prospect, even more so than in the past.

Successful firms use their Capability Statement for a number of purposes:

- Required in many government registration processes
- A door-opener to new agencies
- Proof of qualification
- Proof of past performance
- It will set you apart from your competitors

## *Capability Statement Format*

A Capability Statement should be very brief (only 1 or 2 pages), to the point and specifically related to the individual agency's needs. Ideally, it is a living document that will change depending on the targeted agency. Why is this? Because savvy contractors know that each agency has its own mission and focus, and they speak directly to those in their capability statement.

It is important that the document be visually interesting and have similar graphic elements to your company's brand and logo. It must also be a searchable document that can easily be sent as a PDF file.

Therefore, we recommend that Capability Statements are created in Word or Publisher using a template that reflects a firm's brand with its own logo, colors and graphic identity. It is important to fit all critical information on one side of one page. The second side, if absolutely necessary,

These are short introduction statements relating the company's core competencies to the agency's specific needs followed by key-word heavy bullet points. This is NOT everything a firm is able to do, but the core expertise of a firm, specifically related to the agency this Capability Statement is written for, its mission and identified opportunities.

### ***Past Performance***

Begin by listing past customers for whom your business has done similar work. Prioritize starting with 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.

**Tip:** Ideally, include specific contact information for immediate references. Include name, title, email and phone. Use this information when meeting with decision-makers. Leave this information off the Capability Statement when you are sending the PDF as an initial outreach effort or leaving as a handout at conferences.

### ***Differentiators***

Doing business with the government is highly competitive. Contractors have the burden of dealing with this competitive market and rising above the other contractors. Many companies who are trying to increase sales to the government market do not have a clear value statement detailing what makes them different from their competitors. A succinct, clear statement that relates to the specific needs of the agency is what will help the procurement and purchasing people, the program managers and end users understand why they should pick your firm over other competitors.

Sample Differentiator Questions:

How is your company best suited for the needs of this agency? What is it about your services 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?

If these benefits cannot be clearly communicated, it is impossible for a decision-maker to make a clear recommendation for your company over one of your competitors. Many companies fail to take this critical step. And they wonder why they are missing out on contracts.

### ***Company Data***

Include one or two short sentences with a company description detailing pertinent history. Include: the size of your firm, your revenue, the number of employees you have, and the typical geographic area you serve.

**Tip:** Readers will visit your web site for additional information. Make sure your web site is constantly updated and government-focused.

List Specific Pertinent Codes