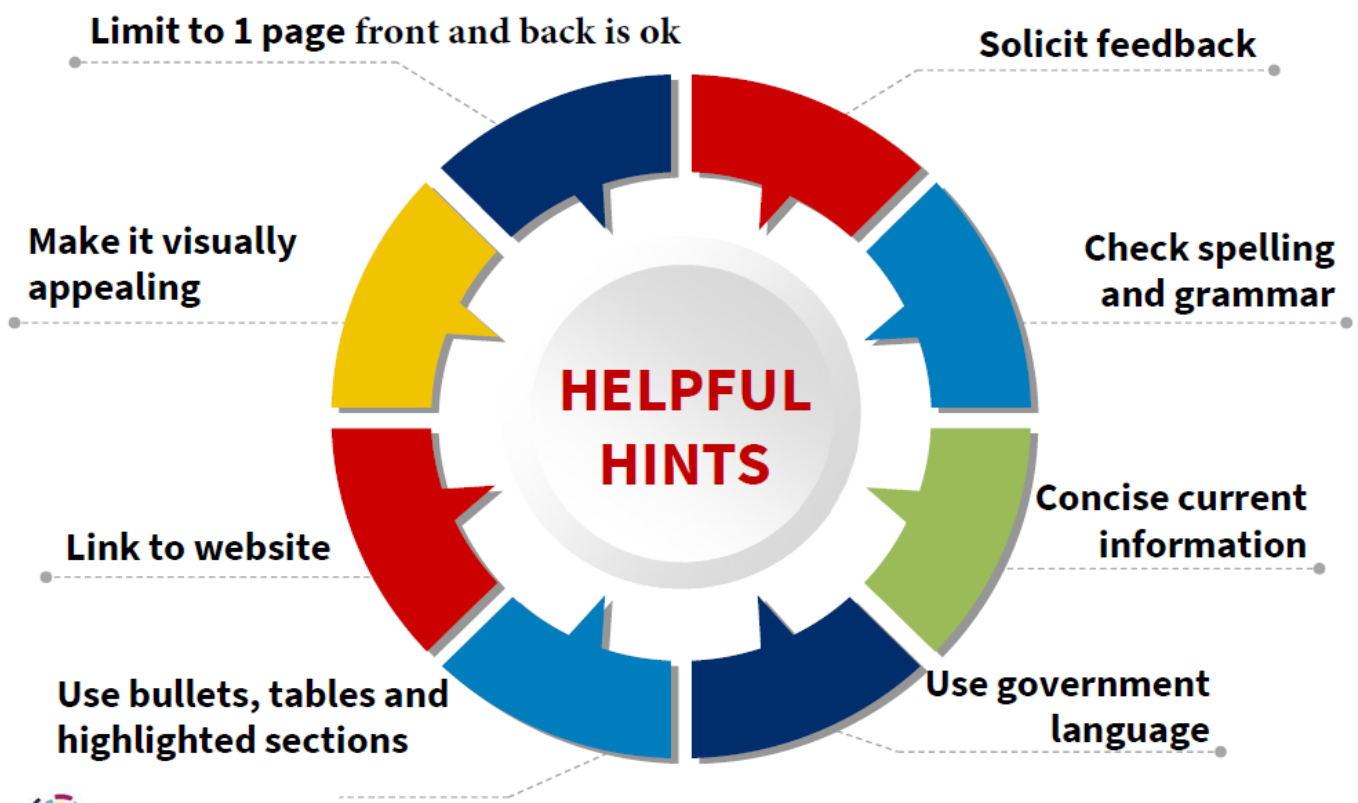


Tips for Better Capability Statements



INFORMATION TO INCLUDE:

Business Summary: The Summary is a paragraph that tells customer who you are and what you do. If you wish, the paragraph can include a brief history of the business.

Essential Elements

Corporate Name:

- Contact Name:
- Address:
- Telephone Number:
- Contact Email:
- Website:
- Logo:

Geographical Coverage: Locations

Special Company Information:

- Security Clearance
- Licenses/Certifications/Quality Certification
- Bonding
- DUNS, CAGE Code, NAICS,
- Small Business Certifications: HUBZone, WOSB, EDWOSB, SDVOSB, VOSB, 8(a), SDB, MDB
- Special Facilities or Equipment

Contract Vehicles:

- GSA Schedule, IDIQ/GWAC Contracts, Other Contracts, Government Credit Cards Acceptance

Areas of Expertise: (Bulleted Statements) Areas of expertise – types of work you can do for your client. Use short sentences or bullet statements. This should not be a long narrative about your capabilities or areas of expertise.

Unique Capabilities or Resources (Differentiators) *Share Benefit Statements – saved time, saved money, reduced risk, improved quality...*

Past/current Projects of Customers & Brief Description: *(With Contract Info and Contact info if space available)* Provide a list of at least three or four of your key customers, past or present. Company names are sufficient. Logos are great

Nice to Have Elements:

- Business History
- Key Personnel Experience
- Special Accreditations/Awards
- Customer Testimonials
- Pictures of Relevant Projects/Capabilities

Do's: Use PowerPoint to update for EACH prospective client, Save as pdf; use your brand colors and graphics; Make a Statement with Your Capabilities Statement! Think of it as your Business Resume

Don't Include: MPIN, Tax ID, EIN, long paragraphs, fluff, negative information, false information, future plans

Check
Out
Example
Below



Company Name, LLC

Training your team to improve teamwork and quality into the future and beyond.

Company Name, LLC provides Management and Leadership Training throughout the United States. Our Example Team has over 30+ years experience provided training to many government agencies and Prime Contractors and have provided new insights and outcomes that have allowed stronger team building and improvement in productivity.

Let our team of government training experts customize a training package to deliver the results you need.



CAPABILITIES



PROJECT MANAGEMENT- reduce risk and improve quality utilizing Experts with over 30+ years of government experience.



LEADERSHIP TRAINING – Executive, Mid-Level & New – customizing each training to the experience level of attendees to ensure that employees receive impactful professional development that will allow them to be more productive and successful



MANAGEMENT TRAINING – Processes and Hands on to ensure understanding of all levels of managers from Senior, Mid-Level, and New Manager Candidates



DIGITAL TRAINING – Providing Virtual Workshops and Customize specific workshops or conferences to ensure client receives the outcomes required. This method will reduce risk and costs and allow for a more versatile method to ensure required outcomes.



CLIENT TESTIMONIALS

Example Company's Team led a Management Workshop that changed our organization. We have utilized them four times and will continue to do so because they are thorough, engaging, and provide great content. Mary Sample, SAMPLE ENTERPRISES

We secure Example Company, LLC every year for our staff retreat. They provide top-notch training, provide real world scenarios, and engage our staff to work through strategies and examples to provide real world experience. I recommend them Highly. James Fakenname, FAKENAME Industries

COMPANY DATA

NAICS: 611430 Management Training, 541611 Administrative Management & General Management Consulting Services, 541618 Other Management Consulting Services

CAGE Code: 123X0 **DUNS:** 123456789

CERTIFICATIONS: Small Business, HUBZone, 8(a) Woman Owned, Economically Disadvantaged Woman Owned Small Business, Small Disadvantaged Business



LOCATIONS: Huntsville, AL **Geographic Area:** Southeast US

CONTRACTS: HRIPS, GSA Professional Services Schedule

Founded in 2019

Recruiting Efforts: Bamboo HR, Rocket City HR, Indeed, Linked in Jobs

CEO: John M Example, past NASA SES with 30 years experience in training, leadership, program management and human capital and organizational development. Past NASA Silver Snoopy Award Recipient. Example's Team consists of Subject Matter Experts in various aspects of government training.

COMPANY CONTACT INFORMATION

John Example, CEO john@examplecompanyllc.com

Phone: 256-555-1111

Website: www.examplecompanyllc.com

Company Name, LLC

Training your team to improve teamwork and quality into the future and
PAST PERFORMANCE

beyond...
US Army Corps of Engineer: Contract: 12345 POP: 01/19 – 01/20

- Provided training to all Agency Department Heads.
- Provided conferences three times, workshops both virtual and in person and monitored outcomes
- Learning Management Systems and provided certifications of completions
- Customized courses that met desired client needs
- Improved quality of employee's participation due to quality of courses

NASA – Contract 09876 POP: 03/19 – Present POP ends 06/2020

- Provided Learning Management Systems as well as onsite training for all staff at the Marshall Space Flight Center
- Recognize at Top Training Provider
- Monitored Outcomes that included 100% Employee participation due to tracking of courses taken
- Improved results on employee satisfaction due to improvements in training programs.

Booz Allen: Contract 31222 POP: 07/19 – Present POP Ends 12/2020

- Provided Management Training for Executive Leadership, with follow on one-on-one coaching
- Outcomes ensured that employees were given personal development for their specific needs which ensured desired outcome of improvement of employees and team were achieved.
- Received Customer Satisfaction ratings of 98% from Management and Employees; therefor improving productivity of the team.



Booz | Allen | Hamilton



DIFFERENTIATORS

- Recognized and Certified in Government Management Training Systems ensuring quality training from Subject Matter Experts; This expertise will ensure reduced risk due and improved productivity due to the direct experience of subject matter experts in DoD, Civilian Agencies and Large Prime Government Contractors for over 30+ years
- Provider of proven government qualified training with effective, efficient and recognized results impacting thousands of government employees; numerous evaluations verifying improvement in employee productivity and relations.
- 98% Outstanding Evaluations from over 3000+ participants ensuring quality training ensuring more productive cost- effective employees.
- Improved Efficiency Rate by 10% of all production staff after attending training sessions insuring reduced risk, improved quality and cost efficiency

AWARDS AND CERTIFICATIONS

- Recognized as Outstanding Trainer of the Year as Subcontractor for NASA SLS
- Recognized as Best Places to Work 2019, 2020 Huntsville Chamber
- Huntsville Chamber Start-up of the Year 2020
- Government Contracting Credential Level 1 – The Catalyst Center
- Personnel Experience – NASA Snoopy Award Winner
- **Certifications:** Government Management Training Systems, Project Management Professional (PMP Certified), Color Personality Certified, Leadership Styles
- Compliant (DCAA) Approved Accounting System



COMPANY CONTACT INFORMATION

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Website: www.examplecompanyllc.com