

Capabilities Statements

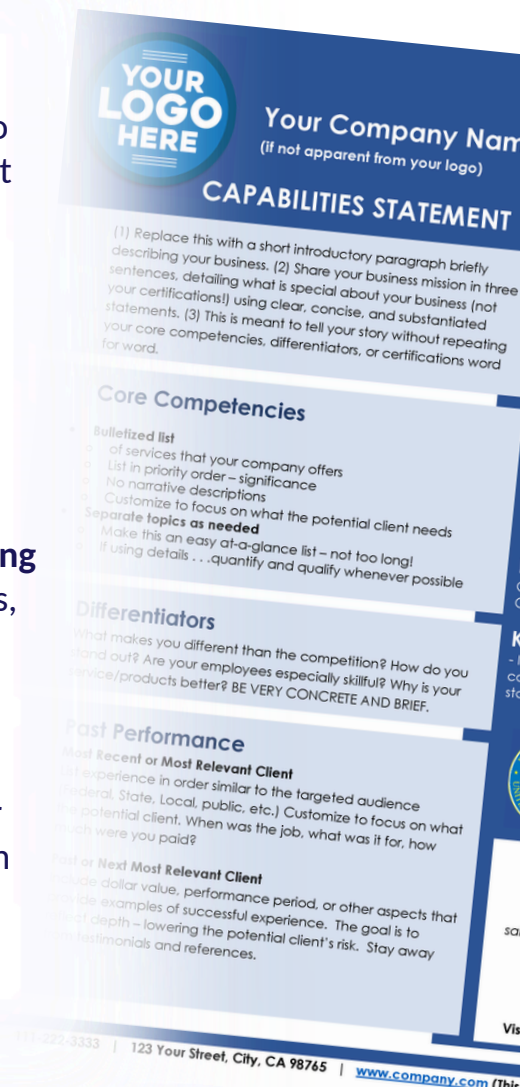
An essential marketing tool for government contractors.

Guidelines, Tips, & Tricks:

Government buyers on all levels—federal, state, local, etc.— may see dozens of these documents every day and the vast majority will spend less than 30 seconds looking at your capabilities statement to see if you can help solve the demands they face.

This means you need to:

- **Convey your company's value to the reader.** What can you do for your customer? See it from their perspective – they want to solve a need and they want to do business with a company that conveys professionalism and trustworthiness.
- **Use clear, concise language with substantiated claims.** Yes, writing in this way is a lot more work since you'll need to do research and have your company's information ready to summarize. However, the hard work conveys professionalism and will help your business make a great first impression.
- **Format your document in a well-organized and visually pleasing way.** Use columns, boxes, color blocks, bold fonts, bullet points, etc. to visually separate out the different types of information.
- **Stick to one page.** Since buyers typically see a high volume of capabilities statements, you cannot expect them to read a second page. There are exceptions to this, so reach out to your Procurement Specialist or [sign up for services](#) to find out which is best for you.
- **Create multiple versions** of your capabilities statement for different agencies, industries, or locations.



Please keep in mind:

These instructions were developed by our Procurement Specialists as guidelines to keep in mind when developing capabilities statements and for using our template specifically. **This is not an exhaustive guide.**

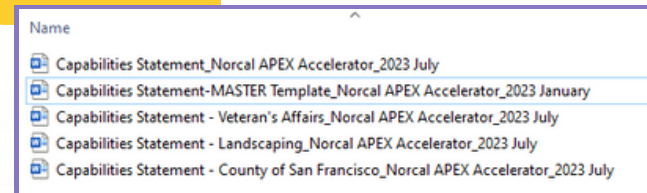
Capabilities Statements

An essential marketing tool for government contractors.

Formatting and Adapting Our Template

1 Setting Up Your File Structure

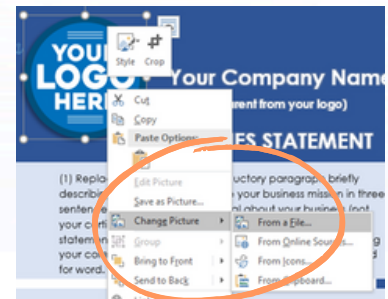
- Create a folder on your computer entitled "Capabilities Statements"
- Download our template and save it to this folder as:
Capabilities Statement_your business name_DATE
- Fill this document in with your company's information to create your "Master Template"



Use this Master Template to adapt your capabilities statement, maximizing your relevance and appeal to the specific agency/buyer. Save new versions of your capabilities statement in this folder as you adapt them and be sure to **give them logical file names** so you can reference them in the future.

2 Filling Out the Template

- Replace each section's text with the your company information
 - Make sure to use **Bolding** and bullet points for clarity.
- Add your company's logo and photos.
 - Right-clicking on the logo placeholder, then select "change picture..." → "From a file"
 - Use pictures that focus on the work that you do or has a human element present, or both!



Change the logos in the "Key Clients" section to reflect your work history. Include logos for private corporations as well if it conveys value. **Do not use other agency logos anywhere else** except in this and/or the Past Performance section.

3 Adapting the Theme

From the "Design" tab in Microsoft Word, click on "Themes" then select a color from the dropdown options. You can also move and resize any text box, just make sure the end result looks clean and professional.

4 Exporting & Sending

- **Always** save the file as an Adobe PDF file
- Double check the final PDF or printed document for errors, consistency, grammar, etc.
- Send it to a friend, colleague, or your APEX Accelerator advisor for feedback.