



## Capability Statements & Your Business

**A capability statement is a condensed document of your business's main competencies** and is a critical tool in government contracting. In simple terms, it's a snapshot of your company that serves as a resume for your business.

The purpose of a capability statement is to **convey to potential clients who you are, what you do, and how you stand out from your competitors**. Do it well, and your business could be on the way to securing a contract with the largest purchaser of goods and services in the world.

Of course, it can be challenging to win contracts. A high-quality capability statement can display how well your business stacks up against the competition. **Allow the expert consultants at B2G Connect to help you iron out all the wrinkles** and deliver a superior capability statement.

### Formatting & Deliverability

**A well-written capability statement is the key to your success.** It should be concise and directly related to the federal agency you are hoping to do business with. A strong capability statement should be as follows:

- Brief (only 1-2 pages), to the point, and specifically related to the individual agency's needs.
- Visually engaging with a graphic identity similar to your company's brand and logo.
- A searchable document that can be easily changed and sent as a PDF file.

The formatting of a capability statement is straightforward, but **it can be quite challenging to stand out amongst the crowd**. There are some crucial areas that every capability statement should highlight, including:

- Core Competencies
- Differentiators
- Past Performance
- Company Data
- Contact Information

### Get Your Capability Statement Perfected Today!

At B2G Connect, **we have the tools and experts to help you deliver a well-versed capability statement** that will secure your business a steady consumer. If you're struggling to win contracts, we can help you turn it around with a solid capability statement.

**CALL:** 855.789.0123  
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