



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.

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