



# Welcome!

## *Preparing Your Capabilities Statement*

To follow along, or revisit this presentation, go to:

<https://www.nheconomy.com/sell-to-the-government/training-presentations.aspx>

"It is the policy of the Government to provide **maximum practicable opportunities** in its acquisitions to small business, veteran-owned small business, service-disabled veteran-owned small business, HUBZone small business, small disadvantaged business, and women-owned small business concerns. Such concerns must also have the maximum practicable opportunity to participate as subcontractors in the contracts awarded by any executive agency, consistent with efficient contract performance."

*FAR 19.201(a)*

# Capabilities Statement Basics

- One (1) 8 1/2 x 11 Page, (may be double-sided)
- PDF; file small enough to email
- Header or footer Information:

- Company Name
- Physical Address
- Phone(s)
- Contact email
- Website URL
- Tag line (optional)

# Core Content

- Core competencies
  - What are you really good at *that your target cares about?*
- Past performance
  - What have you done in the past *that your target would be interested in?*
- Differentiators
  - What makes you different/better than you competitors?
  - How will this prospect benefit from your differences?

# Company Data

- Socio-economic factor(s)?
- Special
  - Facilities/Resources?
  - Equipment?
- Certifications/Licenses?
- Contract Vehicles?
- Accept P-Cards?
- Bonding/Insurance?
- NAICS, FSC/PSC codes

# Appearance

- High quality stock
- Crisp, legible printing
- Balanced, functional layout
- Ample white space
- Attention-getting use of color/graphics
- Graphic elements reinforce your story

# NH-GovCon will Critique your Capabilities Statement

- Send as Word\* document or PDF to your NH GovCon Counselor, or to [govcontracting@dred.nh.gov](mailto:govcontracting@dred.nh.gov) .
- \*Word documents are easier for us to edit, but should not be your final format.



# NH Government Contracting Assistance Center

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