

Five Key Inclusions for Capabilities Statements:

1. A clear and concise statement of your goods and/or services. No marketing language or bulleted items. No reference to socio-economic classifications.
2. A statement that clearly shows how you differ from your competitors. Try to include distinguishing attributes that are difficult for your competitors to duplicate.
3. A problem/solution statement that shows the industry-wide problem for which your company provides a unique solution. This problem statement should be generic enough for any agency to agree that they face the same challenge. You should come across as an expert on the problem.
4. A "Value Added Proposition" paragraph that states the benefits a client would receive when they employ yours services. The key here is to use "Quantifiable Metrics" (i.e. cost, time, budget, schedule, productivity, quality, on time delivery, etc).
5. A statement that provokes your prospective buyers to engage your services today. I call this the creation of "URGENCY" to engage your services. In the retail industry and food industry they often offer something "FREE" to inspire sales. You are familiar with the old "Buy One Get One Free" campaign.

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