



Contracting Marketing Materials

New participants in the 8(a) Business Development (BD) Program should showcase their effective outcomes on sole-source 8(a)s and other partnerships by creating capabilities statements. Highlighting these outcomes can secure you new business by proving you have been effective for existing customers.

Capabilities Statement

This is a one-pager (front and back is acceptable) for an initial meet and greet.

- Tailor your content around what your target audience already knows about you. You can have multiple versions for different audiences.
- Frame what you do in relation to what the customer buys, who you are, your areas of expertise, and why you are the best company to do business with.
- Adding photos is a great way to grab your audience’s attention.
- Include links to your company’s Dynamic Small Business Search (DSBS), webpage, LinkedIn, and YouTube page.
- Ensure your SAM and DSBS profiles are in sync with your capabilities statement.

TIP: Think of your capabilities statement as a snapshot of your company. Focus on how your capabilities meet the customer’s needs.

Other Agency Marketing Materials



Capabilities briefing—describe the problem, approach, outcome, and impact of how you solved a customer problem and how you can apply what you learned to achieve success.

TIP: Providing at least two success stories of how you helped solve a problem will demonstrate that you don’t try to fix all issues the same way.



Capabilities response—capabilities statement in response to Sources Sought or Request for Quote (RFQ).

TIP: Describe the problem, approach, outcome, and impact.

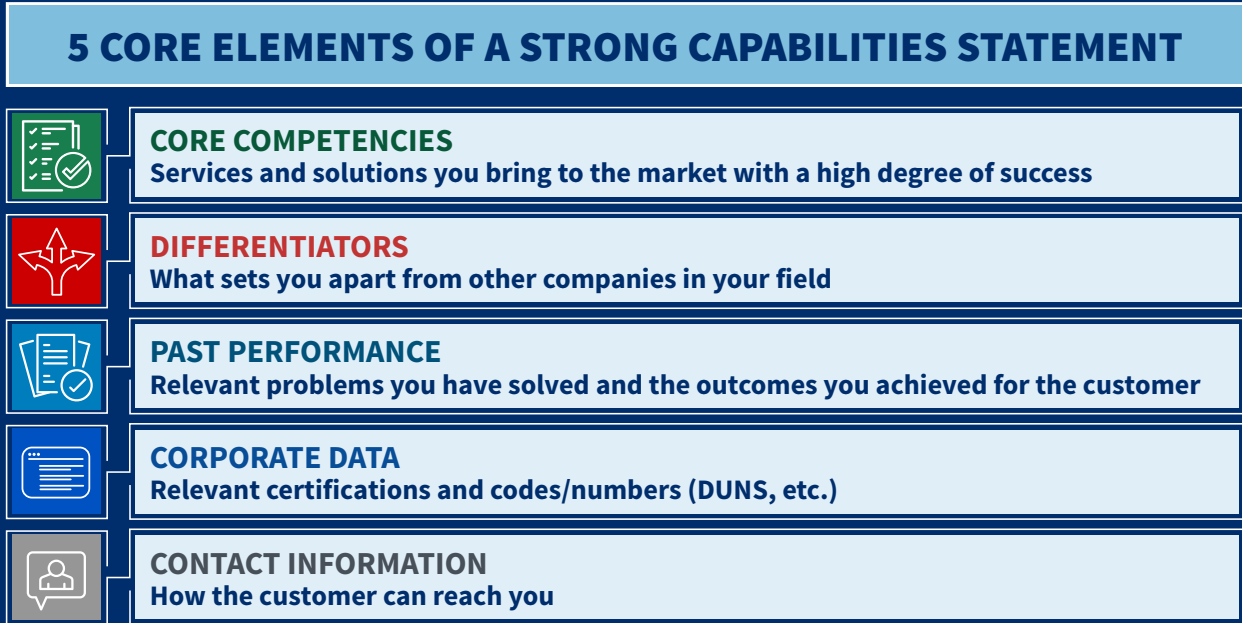


Capabilities brochure—marketing brochure (2–3 pages) to provide more information on the company.

TIP: Consider making your capabilities brochure, or any of your capability materials, digital so you can electronically share it through email on the spot.

Deconstructing a Capabilities Statement

Capabilities statements can take a variety of forms, but there are key pieces of information that anyone who is interested in doing business with you will want to know.



CORE COMPETENCIES: The services or solutions you can bring to the marketplace in a short amount of time with a high degree of quality and success.

- Describe what you can do really well.

DIFFERENTIATORS: The elements/ characteristics of your company that set you apart from other businesses in your field.

- Highlight specifics about your success and why you were the ideal group for the job.

PAST PERFORMANCE: Your most recent past performance and your most relevant corporate experience. Keep in mind that past performance as a subcontractor can be more relevant than prime past performance in some cases; which experience will be more relevant for the customer you are “pitching”?

CORPORATE DATA: All the codes associated with your business that reinforce you are eligible for contracts.

- NAICS Codes
- Cage Codes
- DUNS Number
- Unique Entity Identifier- UEI
- GSA Schedule
- Federal Certification
- State Certification
- Industry Certification
- Product Service Codes (PSC)

CONTACT INFORMATION: The best person the customer should contact with questions or to start a conversation.

- Include things like your website URL, address, geographical locations of where the company operates, and at least two ways they can reach the staff contact (e.g., phone number and email).