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**Your Company   
(If it is not clearly in the logo)**

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**Company Snapshot**

Established: 1996

EIN: 12-3456789

CAGE: 1A2B3C

DUNS: 0123456789

PSC: AD61

GSA Schedule: GS-36F-0555x

Accept Credit and Purchase Cards

**Pertinent Codes**

**NAICS:**

236220 - Commercial and Institutional Building Construction

236210 - Industrial Building Construction

237310 - Highway, Street, and Bridge Construction

**UNSPSC**:

72120000 - Nonresidential building Construction services

72110000 - Residential building Construction services

**Certifications:**

CA SB #5678, WBE #1234, DBE #2345, WOSB #9876,

**Contact**

POC: Joe Smith

Email:email@address.com

Phone: 111-222-3333

Fax: 333-222-1111

Address: 123 Your Street

City, CA 98765

**Visit Our Website:** [**www.company.com**](http://www.company.com)

**Capabilities Statement**

(1) Replace this short introductory paragraph with a short introductory paragraph briefly describing your business. (2) Share your business mission in three sentences, detailing what is special about your business. (3)This is the only narrative in the Capabilities Statement and meant to tell your story without repeating your core competencies and differentiators word for word.

**Core Competencies**

* **Bulletized list** 
  + of services that your company offers
  + List in priority order – significance
  + No narrative descriptions
  + Customize to focus on what the potential client needs
* **Separate topics as needed**
  + Make this an easy at-a-glance list
  + No narrative descriptions
  + If using details . . .quantify and qualify whenever Possible

**Differentiators**  
What makes you different than the competition? How do you stand out? Are your employees especially skillful? Why is your service/products better? BE VERY VERY BRIEF­

**Key Clients**Chevron, AT&T, County of Santa Clara various local establishments.

**Past Performance  
Most Recent or Most Relevant Client**  
List experience in order similar to the targeted audience (Federal, State, Local, public, etc.) No logos or references. Customize to focus on what the potential client.

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**Past or Next Most Relevant Client**  
Include dollar value, performance period, or other aspects that provide examples of successful experience. The goal is to reflect depth – lowering the potential client’s risk. Stay away from testimonials and references.

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**Bios**

Kristina Kunkel   
Program Director  
[Kristina@norcalptac.org](mailto:Kristina@norcalptac.org)

Joined the Norcal PTAC team in July 2014. She received her BA from Smith College, and is expected to receive her MS from Humboldt State University in 2019.

Taylor Bowes  
Assistant Program Director  
[Taylor@norcalptac.org](mailto:Taylor@norcalptac.org)

Specializes in strategic planning, systems thinking, team development, public speaking, and communication.

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When you finish customizing your capabilities statement send it to your procurement specialist for feedback!