

# Crafting Your Capabilities Narrative

**Start strong and get to the point.** Provide your business name, year established (if more than 5 years old), and what you “specialize” in.

*The ELOCEN Group (est. 2007) specializes in program and project management in the built environment.*

**(If applicable) Provide fact-based differentiation.** Give facts that (a) can be verified, (b) create immediate differentiation from your competitors, and (c) increase confidence in your organization.

*We have been awarded \$200M+ in direct federal contracts from various federal agencies (FDA, DOL, CDC, GSA, etc.). As the 2022 recipient of the SBA National 8(a) Graduate of the Year, we have demonstrated a long record of superior past performance.*

Example of fact-based differentiation:

- Federal past performance
- Major commercial clients serviced
- Professional certifications achieved
- Year over year revenue growth (percentage)
- Trademarked / copyrighted assets
- Years of collective staff experience
- Education

If you don't have sufficient fact-based differentiators, move on to the next section.

**List 3-5 core competencies that complement first sentence.** Elaborate on your areas of specialization.

*Our 4 primary areas of expertise include Construction Management, Design Management, Information Technology and Facilities/Logistics Integration.*

**Provide any “easy buttons” you possess.** Certifications, contracting vehicles, etc.

*We have 2 GSA Schedules (Professional Services and Furniture Management). We qualify as WOSB and have an established JV with an active 8(a) firm through XXXX. We accept all forms of payment (p-card through IDIQ Delivery Orders).*

**Give them ways to learn more.** Capability statement, website etc.

*To learn more about our federal services, please visit [www.elocengroup.com](http://www.elocengroup.com). Please email [necole@elocengroup.com](mailto:necole@elocengroup.com) to request a copy of our Capability Statement.*

**SAMPLE:**

*The ELOCEN Group (est. 2007) specializes in program and project management in the built environment. We have been awarded \$200M+ in direct federal contracts from various federal agencies (FDA, DOL, CDC, GSA, etc.). As the 2022 recipient of the SBA National 8(a) Graduate of the Year, we have demonstrated a long record of superior past performance. Our 4 primary areas of expertise include Construction Management, Design Management, Information Technology and Facilities/Logistics Integration. We have 2 GSA Schedules (Professional Services and Furniture Management). We qualify as WOSB and have an established JV with an active 8(a) firm through XXXX. We accept all forms of payment (p-card through IDIQ Delivery Orders). To learn more about our federal services, please visit [www.elocengroup.com](http://www.elocengroup.com). Please email [necole@elocengroup.com](mailto:necole@elocengroup.com) to request a copy of our Capability Statement.*