Creating A Capability Statement

You know you need a capability statement for your marketing to the government. But, do you have the information listed that truly matters? Have you set yourself apart from your competitors? What are the “do’s and don’ts” when presenting your sales pitch to a government agency?

This will be the first in a series of Lunch-N-Learn workshops – bring your own lunch to eat while you learn how to create an effective capability statement and how to prepare for a capability briefing.

The Agenda will include:

- 3 Types of Capability Statements
- Related Purposes
- Generic vs. Tailored
- Accountability Issues
- Evaluation Process
- Informal Grading System Recommendations
- 5 Key Elements
- Common Contractor Mistakes

Seating is limited! Click Here to Register Online.

Please contact Pamela Harris for more information:

205-918-8836 or pamela.harris@ua.edu.