

Testimonials

Testimonials provide powerful social proof, and reduce the perceived risk of engaging a small company.

Who have you worked with?

If you have worked with other notable companies, or Government, let your prospective client know. They will be comforted by the fact that you have work for someone like them before. If not, list your most impressive clients.

- Big company
- Government department
- Big-name company

Contact Details

Street Address / Postal Address

Phone Numbers

Contact Person

Email

Web URL

Social Media Profiles

A Google Map



My Company Capability Statement

This template outlines the elements that a large organisation, would be looking for on your Capability Statement.



Use beautiful, professional images, relevant to your company

YOUR COMPANY NAME

About Your Company

Registered Company Name and Trading Name

Australian Business Number (ABN)

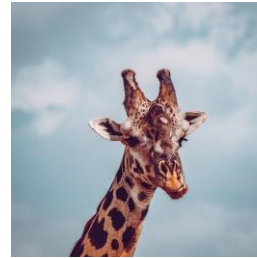
How many years your business has been established

A Short Introduction

A statement about your company. Your Pitch. Something that will entice the reader to keep reading.

Our Capabilities

Product / Service / Competency



Here you will write about your main competencies.

What is it that you do?

How will that benefit the prospective customer?

Product / Service / Competency

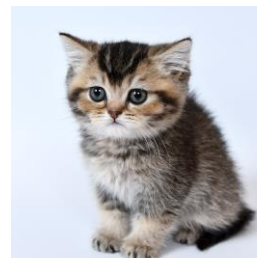


Do you hold any patents, exclusive licenses, or inventions?

What geographical areas do you service?

What size projects can you undertake?

Product / Service / Competency



What equipment do you use? What software? What methodologies?

Do you or your team have any training and qualifications that are relevant to the project you are interested in?

Your Differentiators

What is it about your company / product / service that makes you different?

Why should the prospective client engage you, and not one of your competitors?

Include Testimonials from current clients. These are extremely powerful, and well worth the effort to compile.

Systems

Outline your current systems. This will include your Health and Safety, Quality, Environmental and Risk Management Systems.

- Also include any other management systems you use.
- Are all these systems documented?
- Are any of your systems certified?

Insurances

Details of all insurances you hold. These are vitally important to a large corporate who may grant you a supply contract.

Industry Connections

List professional bodies, associations or networks to which you, and/or your team, belong.

Previous Experience

Experience



List some previous projects that you have undertaken or are currently undertaking. Only list relevant projects.

Experience



Include specific project outcomes such as cost savings etc. e.g.:

- 10% under budget;
- Within budgeted timeframe;
- The project won a design award.

Experience



Include:

- Project size;
- What you did;
- Where it happened;
- A referee who can be contacted.

Presentation

Design & Layout

The whole document should be attractive and visually appealing:

- Cover Page;
- Professional photographs;
- Include infographics or illustrations of your products, services and personnel.

Use high resolution images. I recommend purchasing stock images (e.g. [DepositPhotos](#), [Dreamstime](#), [iStock](#)) if you do not have high quality photography for your industry or business. [Unsplash](#) and [Pexels](#) have great, free images. The images you use will speak volumes about your business...

“Have a spelling and grammar pendant check the document before you hit the PRINT button. Spelling errors will not impress your prospective client.”

Make it look great

If you are not an expert at using computer graphics and layout programs, there are innumerable options available. What you are looking for is a Graphic Designer who is able to design a brochure for you.

- Look to local suppliers – Google ‘Graphic Designers’, or use one of the on-line outsourcing services such as Upwork, Fiverr, Freelancer etc;
- Ask for professional recommendations (people who have used their service and were highly satisfied).

You might also want to mention a few of your most impressive clients here:

Make it look great

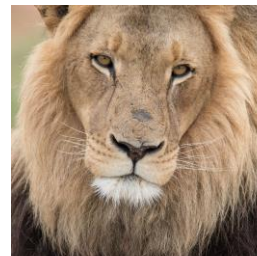
While you will create a specific Capability Statement for an individual client, you should have a generic one that you can use all the time. Make sure that your generic Capability Statement is easily downloadable from your website. You can even put a link to your Capability Statement in your email signature.

Take copies with you to networking events. People you meet will learn much more about you from your Capability Statement than they will from a business card – and it’s bigger so it’s less likely to get lost or mixed up with all the other business cards they collected at the event.

A picture is worth 10,000 words, but only if it’s the right one. In marketing materials, remember that any image you use—good or bad—makes a statement about your business.

What’s your value?

How will your company provide value?



Value does not equal price. Your prospective big customer wants to know about more than just your products and services. Tell them about your company. How did it start? What is your Mission? What company values do you live by?