

# Your Logo

**HOW TO—Logo:** Your logo is your company brand! This is the star!

## CAPABILITY STATEMENT

**HOW TO—Capability Statement:** Title the Document

### Company Overview

Expert Consultants, founded in 1985, provides coaching, leadership development, succession management and business consulting. Principal consultant and CEO, Sophia Victor, is a Master Certified Coach. Expert Consultants specializes in community-centric Fortune 500 companies and private firms. With an emphasis on sourcing the highest potential of clients, Expert Consultants services local and global organizations in the health-care industry.

**HOW TO—Company Overview:** Give a brief synopsis of what your company is about! You can't share everything, just the highlights needed to get another conversation with the buyer.

### Core Competencies

- Leadership Development Workshops
- 1:1 Executive Coaching
- Team Building System
- Customized Corporate Training

**HOW TO—Core Competencies:** Share your main business! Where do you get most of your revenue from? What are your primary products/services?

### Differentiators

- Master Coach Certification
- Expert Leadership Guide™
- Official DISC™ Provider

**HOW TO-Differentiators:** What do you do that other manufacturing widgets don't do? What makes me want to buy from your company?

### Past Performance

- ABC Health System
- Valley Medical Training
- Nurses College
- State of Michigan
- State of Indiana

**HOW TO—Past Performance:** A list of the organizations you've serviced or major projects.



**HOW TO—Create Interest:** You want your capability statement to stand out. Add a few elements like pictures or a tag line.

*Sophia Victor*

Master Certified Coach



**HOW TO—Certifications:** Use updated logos.

### Company Snapshot

DUN  
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**HOW TO—Company Data:** Include DUNS, NAICS Codes, and other similar numbers-nothing else.

### Company Contact

YOUR NAME, C  
Street  
Suite  
City, State, Zip  
P: Phone number  
E: email where  
W: web site address

**HOW TO—Company Contact:** Simply follow this guide. Ensure that your name as owner is the contact name listed.