



Defense Sales Manufacturer's One Pager

Use this standardized, fillable template. All fields are required unless marked optional.

Company Name

Website

Primary Contact (Name/Title)

Email

Phone

NAICS / PSC (optional)

CAGE / UFI

Small Business Status (Y/N & type)

Who We Are (concise positioning — 3–5 sentences)

What We Do (primary products/services, relevant to DoD/IC)

How We Do It (differentiators, certifications, delivery & support)

Top 3 Customer Objections & Your Answers

Objection 1

Answer 1

Objection 2

Answer 2

Objection 3

Answer 3

Top 3 Qualifying Questions (for sales reps to ask on your behalf)

Question 1

Question 2

Question 3