

Proven Tactics to Enhance Your Win Rate



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Relationships Build Business

- Have you worked with the agency, office, district?
- Have you had a capability briefing?
- Relationships are more crucial than many realize

Prepare: Capture through Kickoff

- Do you have a capture strategy?
- Sources Soughts (templates ready)
- Industry Days
- Capability Briefings
- Draft RFP –ask all of your RFI's during this stage
- RFP drop day: Prepare the matrix and schedule the kickoff call w/i 3 days.

Kickoff calls with project discussion is a crucial step.



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Capability Statement Basics

- 1-page, dual-sided
- Contact Information
- NAICS, bold your primary
- UEI/Cage Code
- Bonding capacity, single & aggregate (construction)
- EMR rating (if it's under 1) / DART (construction)
- Geographical reach/map
- Office locations
- Set-Asides/certifications Differentiators
- Past performance: include agency
- Contact/references
- Clients

Evaluations/Evaluators

- Your proposal needs to look good and flow
- Plain English
- 330 resumes – format all companies the same
- Incorporate infographics to save on page count
- Ensure 100% compliance, with multiple reviews and an outside reviewer
- Read it out loud



All evaluation factors, when combined, are considered approximately equal to price

Questions



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MAY 14-16, 2024
ORLANDO, FL

OPERATION:
COLLABORATION

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Thank you!

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