bid / no-bid Analysis

| QUESTION | YES/NO | COMMENT |
| --- | --- | --- |
| PROPOSAL |  |  |
| Do we clearly understand and can we supply the deliverables? |  |  |
| Do we clearly understand and can we meet the schedule? |  |  |
| Will the customer adhere to the published schedule? |  |  |
| Will our internal and external partners commit to supplying the resources necessary? |  |  |
| Are our discriminators unique and interesting to the? |  |  |
| Can the customer justify our selection based on our  discriminators and cost? |  |  |
| EVALUATION |  |  |
| Do we know the evaluation process the customer will use? |  |  |
| How does our solution rate against the evaluation criteria? |  |  |
| Do we know who our competitors are and how we stack up against them? |  |  |
| COMPETITION |  |  |
| Do we know how the customer perceives our competitors? |  |  |
| Do we have strong, relevant examples, testimonials, and case studies proving how well we’ve performed for others? |  |  |
| Solution |  |  |
| Does our solution and management approach add value for the customer? |  |  |
| How does the technical solution differentiate us from other providers? |  |  |
| How can we fill any remaining solution gaps? |  |  |
| Price |  |  |
| Do we know what our price must be to win? |  |  |
| Is our price acceptable to senior management? |  |  |
| Are we sure the customer has a budget for the project? |  |  |
| Incumbency |  |  |
| Is this incumbent beatable? |  |  |
| Can we assemble the strategies and resources to unseat this incumbent? |  |  |
| Can we provide evidence that we’ll do a better job of meeting all the needs of this customer? |  |  |