

What is the highest price I can bid and still win?

Definition: Price-to-Win is the art and science of analyzing customer & competitor data and identifying trends that support development of an independently derived recommendation for the highest price you can bid and still win, based on your company's qualitative and quantitative competitive position.

Our PTW services provide you with these benefits:

- ▶ Independent validation of your customer & competitor intelligence data
- ▶ Earlier Design-to-Cost (DTC) estimate to your capture team
- ▶ Improved understanding of your customer's buying trends
- ▶ Comprehensive capture and pricing risk analysis
- ▶ Insight into your competitor's cost structure

Can you afford not to put your company in its best position to win?

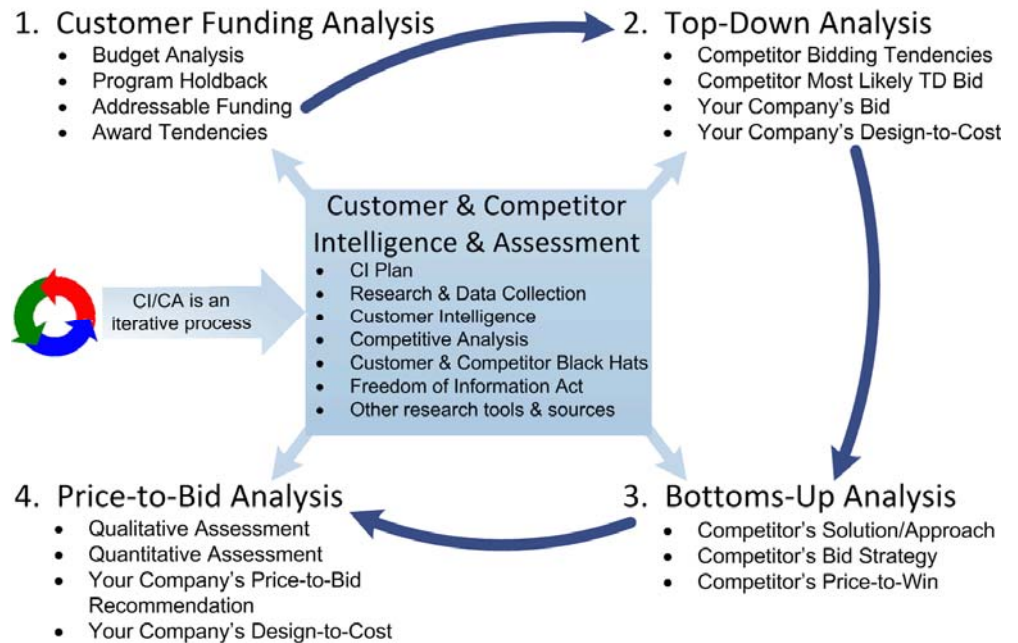
Price-to-Win Analysis

When most companies hear "Price-to-Win" they instinctively think just the opposite of the question asked on the left. Perhaps it's because of the way so many consultants and Price-to-Win (PTW) practitioners position it. Perhaps because companies are conditioned to believe that PTW means they have to lower their bid pricing. At Winning Through Words, we have a very different definition for PTW.

Our PTW service independently builds upon the outputs of both Strategy and Black Hat sessions to perform a quantitative and qualitative analysis of your competitive position and develops recommendations on the best possible price you can offer in a competitive procurement and emerge victorious.

Whether you need a comprehensive PTW solution or merely need a qualified, experienced PTW analyst to guide you through the process and review the work of your internal PTW team, our consultants stand ready to assist in helping you maximize your Probability of Win (Pwin).

When supporting a full-blown PTW effort, one of our qualified PTW analysts works together with key personnel from around your company to derive the various PTW work products and deliver them to your capture team using our proven processes, as summarized in this figure.



Validated customer and competitor information is the core of our PTW process.

For best results, we recommend that the PTW team perform its analysis independently of the capture team to minimize what is often referred to as *groupthink*. Let our PTW analysis consultants demonstrate how they can help your capture manager build a pricing strategy that increases your Pwin and program profitability while reducing your program delivery risk for both you and your customer.