

**“Before everything else, getting ready is the secret of success”**

**–Henry Ford**

Our CPRI methodology has proven itself a key leading indicator of both capture and proposal success.

In the 22+ years of using this assessment tool, those efforts with a rating of 70% or higher have won 96% of the time. Those efforts with a rating of less than 60% have lost 84% of the time.

Increasing your proposal team’s readiness provides you with numerous benefits, including:

- ▶ Lower proposal costs
- ▶ Increased customer focus in your proposal
- ▶ More effective Win Themes, based on real discriminators
- ▶ Increased proposal team efficiency and productivity
- ▶ Improved team communications & engagement
- ▶ Improved proposal win rates

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

## Proposal Readiness Assessment

How ready is your proposal team to write a winning proposal? Do you even have a trained proposal team in place? If not, you are not alone; it is estimated that nearly 60 percent of all proposal teams are brought together for the first time at the proposal kick-off meeting. One way to ensure that your proposal team is as prepared as possible for your upcoming proposal is to allow us to assess your team’s proposal readiness using our proven Capture and Proposal Readiness Indicator (CPRI) tool to identify areas where you can make changes that can substantially improve your Probability of Win (Pwin).

Developed more than 20 years ago, we use our CPRI assessment tool to perform a gap analysis of your proposal team’s preparation efforts against the best practices of our Strategic Acquisition and Bid Readiness (SABR) approach than has an over 25 year history of achieving new business capture success.

Our proposal readiness assessment process looks at several key areas of your proposal team’s organization and pre-proposal planning to help identify those key items that have proven to impact a company’s Pwin. These areas include:

### Proposal Team Organization

- ▶ Proposal Manager Assigned
- ▶ Program Manager Assigned
- ▶ Business Area Sponsorship
- ▶ Volume Managers Assigned
- ▶ Pricing Team Planning Meeting
- ▶ Team Member Experience Level

All too often, we find that companies attempt to *make the available people right, rather than making the right people available* to write a proposal; often with disastrous results. Our CPRI tool looks at every aspect of the proposal team to ensure you have the best team in place.

A critical item needed for the success of any proposal is ensuring the team has a sound foundation from which to begin developing the proposal. Completing these items prior to the kick-off meeting give your team a significant advantage.

### Proposal Strategy & Planning

- ▶ Proposal Strategy Session
- ▶ Proposal Win Themes
- ▶ Discriminators, Strengths, & Competitive Counters
- ▶ Initial Programmatic Drafted

### Proposal Resource Analysis

- ▶ Personnel
- ▶ Work Areas Reserved
- ▶ Equipment Needs Identified

Ensuring the team has all of the resources in place to work effectively is paramount to a successful development effort. In addition to the human capital, physical & computing resources, we look at funding adequacy.

Lastly, we assess the completeness and quality of these important pre-proposal activities to determine what more can be performed prior to the RFP’s arrival.

### Pre-Proposal Activities

- ▶ Draft RFP Analysis
- ▶ PTW & Cost Targets Identified
- ▶ Export Mgmt. Licensing Plan
- ▶ Pre-Writing
- ▶ Proposal Planning

Once the assessment is complete and briefed to your leadership team, we stand ready to help you address any areas for improvement—increasing your company’s Pwin.