

## Competitive Assessment and Price-to-Win Analysis

### Preparing to Compete with Confidence

Shibley Associates has teamed with Richter & Company to offer clients a comprehensive solution for preparing to compete on a major, strategic opportunity. The assessment reviews customer, competitor, and program trends, budgets, ratios, spending histories, and other elements necessary to determine a *Price-to-Win*.

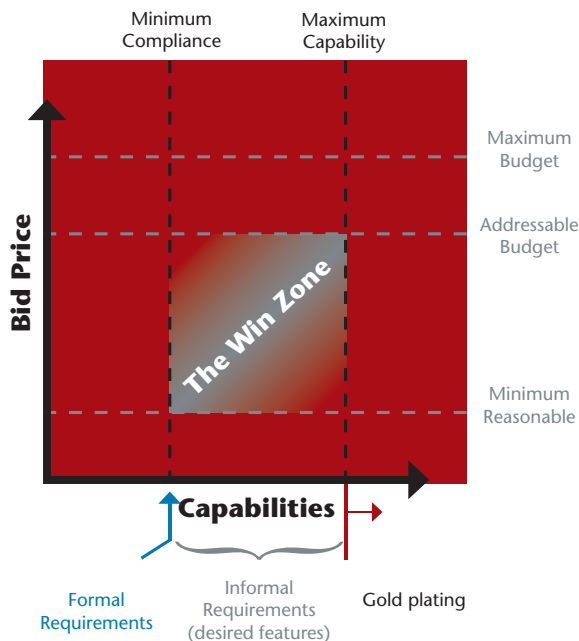
This service generally involves these phases – always working closely with client SMEs and leadership.

**Phase 1: Customer Assessment** – what is the customer seeking? What challenges, issues, motivators are behind to potential solicitation?

**Phase 2: Competitive Assessment** – what is the competitive landscape Associated with the opportunity and program? Who will compete? Why? What might they offer?

**Phase 3: Price to Win Analysis** – what is the historical spend on this program if it is a re-compete? What has been budgeted? Forecasted?

The goal is always to seek the Win Zone based on accurate findings.



By engaging Shibley and Richter & Company, you gain a competitive advantage with unbiased, factual data and analysis to help you compete. Deliverables include an executive briefing with all analytical data – complete with a findings and recommendation report.

## The Challenge

Do your leaders have an unbiased view of the competitive landscape for each strategic program? Do they understand pricing and spending trends and history necessary to establish a valid “price to win”?

Have all aspects of competitive assessment and pricing analysis been completed accurately as part of the capture planning process?

## The Solution

Engage Shibley and Richter & Company to evaluate your Pw (Win Probability) based on real, unbiased data and information. Provide your company’s leadership and program managers the information necessary to compete.

Shibley clients value our blended services model that provides industry-best consultants, trainers, and business development tools. Since 1972, Shibley has supported large and small companies in securing billions of dollars of Government and commercial contracts.

### Consulting

#### **Providing proven personnel and best practices to help clients succeed.**

- Winning strategic, competitive bids to Government or business customers
- Establishing long-term customer relationships through market positioning or capture planning
- Evaluating the necessary infrastructure and processes necessary to compete on complex bids
- Augmenting proposal teams to provide “just in time” resources needed to produce a competitive proposal
- Managing a complete turnkey proposal effort
- Supporting program management and execution

### Professional Development & Training

#### **Offering a blend of learning solutions that help clients build internal capability and competence.**

- Writing Federal Proposals
- Managing Federal Proposals
- Capturing Federal Business
- Winning with Past Performance
- Winning through Task Orders
- Managing Winning Reviews
- Winning in the Cost Volume
- Foundations of Proposal Development (online)
- Understanding the Business Development Lifecycle
- Winning Sales Proposals (Business to Business)
- Winning Executive Summaries (Classroom or CD)
- Price to Win
- Winning Sales Communication
- Positioning to Win (Sales Training)
- Custom course development – classroom and online
- Shibley University
  - Basic Certification
  - Advanced Certification

### Tools and Products

#### **Publishing a number of award-winning books, tools, and templates that help clients win business.**

- Shibley Proposal Guide
- Capture Planning Template
- Proposal Management Plan Template
- Proposal Development Worksheet
- 7-Phase Business Development Lifecycle – chart and description
- Executive Summary Planner
- Bidder Comparison Matrix
- Color Team Review Tools
- Compliance Matrix Template

Learn how Shibley can help you improve your business development effectiveness and success through a proven model of applying best practices. Call us or visit us at [www.shibleywins.com](http://www.shibleywins.com).