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THE FEDERAL MARKETPLACE

BID NO BID DETERMINATION

Question?	Sample Answers
***Who** identified the opportunity?*	R Evans
What** is the composition of our capture team?* • ***Sales • ***Solutions Architect*** • ***Other Technical*** • ***Product Manager*** • ***Program Manger*** • ***Proposal Manager***	R Evans, Sales G Stevens, Proposal Manager D Brown, Solutions Architect G Nelson, Project Manager R Fuller, Senior Security Engineer
***How** early in the procurement cycle?*	9 months prior to RFP
Who** do we know from the customer organization?* • ***Program • ***Technical*** • ***Stakeholders***	Name: J Saunders Title: CIO Role in the procurement: Primary decision maker What does this person have to gain/lose from the procurement: His job Have we met with the person: Yes How many times: Formally (3) Informally (numerous) Have we presented our solution/capabilities: Yes Reaction to our presentation: Positive Name: G Jeffery Title: Chief Security Engineer Role in the procurement: Secondary decision maker What does this person have to gain/lose from the procurement: His job Have we met with the person: Yes How many times: Informally (numerous) Have we presented our

	solution/capabilities: Yes Reaction to our presentation: Positive Name: H Maynard Title: Head of Help Desk Unit Role in the procurement: Secondary decision maker What does this person have to gain/lose from the procurement: Her job Have we met with the person: Yes How many times: Informally (numerous) Have we presented our solution/capabilities: Yes Reaction to our presentation: Positive Name: IT service users Title: N/A Role in the procurement: Several yet to be selected users will be on the evaluation committee What does this person have to gain/lose from the procurement: Effective IT services Have we met with the person: Yes How many times: Informally (numerous) Have we presented our solution/capabilities: Yes Reaction to our presentation: Positive
Do we know who wrote the RFP?	A committee formed by the CIO
Do we know who is on the evaluation committee? • ***Program*** • ***Technical*** • ***Stakeholders***	No, committee has not been designated. Title: Name: Title: Represents: Have we met with the person: Have we presented our solution/capabilities: Reaction to our presentation:
Who do we know outside the customer who has a relationship with the	N Olson, Chief Security Engineer at the National Cancer Institute knows us and is a

customer?	professional acquaintance of G Jeffery, CSE at DOA.
Is this an existing contract?	Yes
Who is the incumbent(s)?	System Services Inc. (large business) Security Assurance Corp (large business)
Do we know what the customer thinks of the incumbent's performance?	Satisfied and their performance ratings appear solid
Is this a set-aside of a previously open procurement?	Yes
What type of set-aside: Small business	Small business
Can the incumbents re-bid under the set-aside?	No
Does the customer have other bidders in mind?	IBM has met with the CIO and CSE about the procurement. and has probably lined up a small business partner (partner unknown)
Have we assisted the customer in defining the requirement? How? • ***Budget*** • ***White papers*** • ***Specifications***	No
What are the customer's hot buttons concerning the procurement?	Keeping the DOA network operational and computer support uninterrupted Plugging security gaps Improving the help desk function Gaining control of hundreds of existing servers and applications
What does the customer fear going wrong?	Interruption of IT services Attacks on their network
How do we lessen these fears?	Hire the incumbents as subcontractors under exclusive agreements
Why do we want to seek this opportunity?	Large revenue increase, high probability of a win

Why would the customer choose us?	They know and trust J Hughes, our Proposed Project Manager, and R Fuller, our proposed Senior Security Engineer
Negative factors in bidding	Large proposal effort IBM could be a formidable competitor Subcontractors notorious for not assisting in proposal efforts
How much of our intelligence is fact rather than wishful thinking?	Fact

Instructions: From the Sales Intelligence Questionnaire

- Prepare a Selling Point Table like the example below for a website development project. Break up the table into individual tables by proposal section, and copy the individual tables into the appropriate section of the outline.

- More detailed selling points will emerge as you develop the detailed proposal outline. Selling points can be used as the basis for writing the features and benefits of your proposed solution.

- Individual selling points may be copied into several places in the outline. For example, Technical Approach selling points should be placed at the beginning of the Technical Approach and subdivided into the selling points that should be addressed in each significant task of the Technical Approach.

TOOL: IN ANTICIPATION OF THE BID COMING OUT, BUILD A SELLING POINT TABLE – TO HELP YOU DEVELOP YOUR PROPOSAL STRATEGY

Example Selling Point Table:

Customer Requirement	**Source of Requirement**	**Selling Points (YOUR SOLUTION UNIQUE TO THE CUSTOMER AND MUST COME FROM THE SALES PROCESS!**	**Proposal Section**
Lack of an overall framework for IT support and services	Meeting with agency CIO Meeting with Security Engineer	Implement IT Infrastructure Library (ITIL) Our experience with IT Enterprise Architecture	Executive Summary Technical Approach Corporate Experience
Customer having security intrusion problems (customer fears continued network intrusions) Security gaps need to be plugged	Meeting with agency CIO Draft RFP Section X.XX	Security solution will have to be compliant with parent agency standards Implementation of improved network monitoring software Implementation of new intrusion detection hardware, software, and procedures	Executive Summary Technical Approach Corporate Experience (describe successful large scale IT infrastructure projects)
Improving the help desk function	Meeting with Agency Help Desk Manager	Use of Peregrine Service Center, Get Services, and Get Answers software to track trouble tickets and support problem resolution	Technical Approach
Lack of IT hardware inventory	Meeting with Deputy CIO Draft RFP Section X.XX	Implement asset management software tool	Technical Approach
Gaining control of hundreds of existing servers and applications	Meeting with agency Network engineer Draft RFP Section X.XX	Implement server and application control policies, procedures, and software tools	Technical Approach

Keeping the DOA network operational and IT user support uninterrupted (paramount because the agency has 15,000 online users worldwide)	Meeting with agency CIO Meetings with end users of IT services Meetings with CIO staff members	Effective Transition Plan Retention of existing staff Retention of incumbent contracts under exclusive agreements	Executive Summary Management Plan