

For Qualifying Priorities please address the following:



Source

1. Does the **customer have funding**?
2. Do the requirements **align with our capabilities and experience**?
3. Do we know **this customer** or have an “in” to get in **front of them**?
4. Are we aiming to increase **our presence within this customer** space or grow our **Past Performance with the capabilities** required?
5. Is there an **incumbent**? Do we know them or have an “in” to get in **front of them**?
6. Do we know who the **likely competitors** will be?
7. If it is a small task, is it of **strategic importance**? Could it lead to **more business**?
8. Is there **enough time to get in front of the customer** before the RFP drops?

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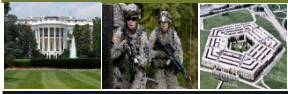


II

Qualify

1. Do we understand the **customer's mission, organization, and culture**?
2. What is the **customer's perception of us**?
3. Do we have the **BD resources** to aggressively pursue the opportunity?
4. Does the **opportunity conflict** with any other work we are doing or planning to do?
5. If there is a **strong incumbent**, are they vulnerable, and are we strong enough to unseat them?
 - If we are the incumbent, how strong is our **position with the customer**?
 - What can we do to **improve our position**?
6. Can we team **with a competitor** to strengthen our position?
7. Can we offer a **competitive price**?

For Capture Priorities please address the following:



Capture

1. What is our **win strategy**?
2. Do we know the **customer's challenges/hot buttons**?
 - What is our **solution**?
3. Who is the **opp owner/lead**?
4. What are the **gaps** in our ability to meet **each requirement**?
5. What are our **discriminators**?
 - How is our approach better than our **competition's**?
6. Does the **customer know us**?
7. What are the **risks** in winning?
 - How will we mitigate those?
8. Do we have **enough knowledge** to develop a **realistic price-to-win**?

We have developed these questions to help drive our strategy and solution development and to help us answer the questions we need to address for substantive go/no go decisions and capture efforts.