

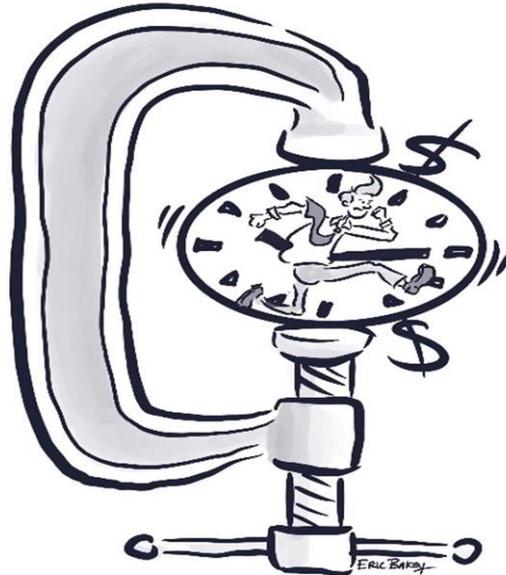
“We Lost Our Last Competitive Pursuit on Price.” Oh Really?

Sometimes You Have to Look Deeper at Your Company’s Shortcomings

Often in competitive government contracting (GovCon) pursuits there are design considerations that impact a company’s ability to win. Design considerations act like an integrated set of variables and push and pull on each other in a natural way to impact the design of your offering to the customer—in this case, the government. This impacts probability-of-winning (P-Win).

Design considerations are those things that need special attention. Very often they are realized as disturbances in the Opportunity Assessment, Capture, and Proposal Planning Phases due to weak customer relations, your company’s reputation, and other phenomena, especially as they interfere with your company’s ability to engineer a winning solution. A category of things that often need special attention is called “Atmospherics”. Think of:

- Customer intimacy
- Customer satisfaction
- Turnover of key staff
- Evaluation panel positioning



Another category of things that GovCon companies often face is called “Conditions and Constraints”, which are limitations that present challenging situations for your company even if addressable. For example:

- The customer wants lower rates but does not want to lose more experienced staff that is paid higher rates.
- You need Company A on your team to win. However, Company A will only team as a non-exclusive partner with your company or is already exclusive to another team.
- Another teaming partner will not join your team unless they see another company that they deem essential to win already signed up as a teammate with your company.
- The government decreases the scope of work, but you already have teaming agreements in place.
- There is insufficient time to rectify customer concerns or problems with your company.
- The government makes unexpected changes to the procurement (e.g., releasing the solicitation as a small business/socio-economic set-aside versus full and open).

Such design considerations often force a company to make trades with its offering.

The Problem

In the world of capture management, how does the C-Suite best enable capture managers to address the kinds of aforementioned design considerations that adversely impact the company’s P-Win.

The Need

There is a need for a capability to help companies enable the success of their capture managers who are faced with many of the types of design considerations previously mentioned. One that provides capture managers with the analytical ability and flexibility to support their solutioning despite the challenges, conditions, and constraints that they very often will inherently face as part of trying to win a competitive GovCon pursuit. In fact, there is a need for a capture-as-a-service (CaaS) capability where such things are possible.

The Benefits

The benefits of such a CaaS capability are that it would be able to:

- Help do the necessary “strategic thinking before writing” in the opportunity assessment, capture, and proposal planning phases of competitive pursuits.
- Enable better decision-making, particularly at the C-Suite level.
- Assist with answering the most important question when pursuing a competitive pursuit — *“Why your company?”*
- Support the design and development of the solution for your company’s competitive response.
- Store the rich context of how and why a deal was bid to increase overall company value over time.
- Capture the company’s intellectual capital to enable future growth.
- Quantify the growth status of your enterprise.
- Lower the cost of capturing new business.
- Protect the customer business that your company already has.

Being Brutally Honest with Yourself Is Essential to Winning

We believe that if such a CaaS offering existed in the GovCon marketplace that companies using it would win more competitions and increase their overall enterprise value. For this reason, we have developed a [capture-as-a-service offering](#) for the GovCon marketplace for its use, which provides the aforementioned benefits and more.

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