

How Do We Qualify A Bid ?

We review each opportunity in six specific areas (shown on the right) which we call

“The Six C’s”®

This is our proprietary process of analyzing new business opportunities to focus our clients resources to winnable bids

Credibility

Capacity

Capability

Compelling

Champion

Competition

Mind Your C's

Credibility

Capacity

Capability

Compelling

Champion

Competition

Examples :

Credibility is the ability of your firm to convince customers, prospective team members, and your own employees, that the bid you submit will be seriously evaluated by the customer.

You've heard this in other ways:

"They didn't have the chops for it"

"We thought their bid lacked the gravitas we desired"

"They're too small to prime that job"

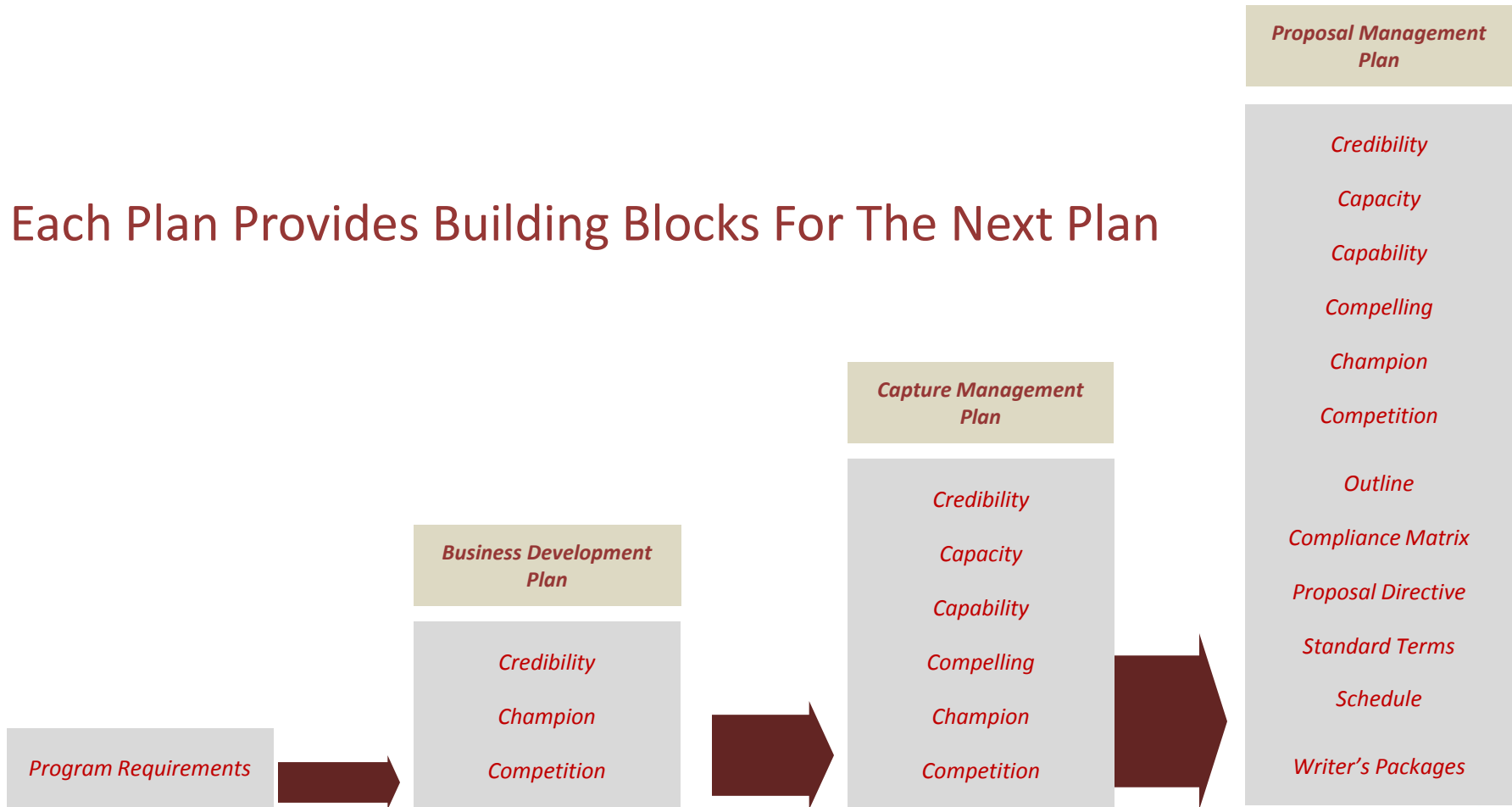
Capability refers to the actual job itself. Does it require technical capabilities you don't have? Does it require facilities, certifications, clearances, or other specialized differentiators that you need to acquire or team for? Does this job put your firm at risk in any way?

These examples are a very, very small subset of the full process

Plans Transition

How the “6 C’s” Support the Plans

Each Plan Provides Building Blocks For The Next Plan



- Government Business Specialists
- 125 Years Of Gov't & Integrator Experience
- Focused Services
- Flexible Pricing
- Proven Performance
- Expertise Delivered
 - Where You Need It
 - When You Need It
 - At The Right Price



www.db4consulting.com

Dennis B. Boykin IV

Principal

1302 Barksdale Drive NE

Leesburg, VA 20176

(703) 346-4857

Dennis@db4consulting.com

Competitive Pipeline Management (CPM)®

Strategic Business Development & Capture

Merger & Acquisition Support