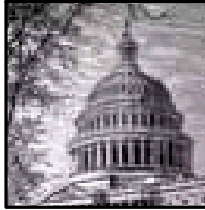


# IMPROVING GOVERNMENT WIN RATES WITH COMPETITIVE ANALYSIS & STRATEGIC PRICING



## “Bid To Win; Manage To Price”

### An In-House “Planning Season” Seminar For Corporate Business Developers

To help firms plan to retain major incumbencies and improve their odds of winning new opportunities in the government marketplace, the principals of two of the most experienced and successful Federal business development support services firms have joined forces to offer an unique and energizing onsite seminar. CAI/SISCO and American GSC have co-developed this seminar to help re-energize business developers and capture teams by conveying those strategies and tactics that have provided hundreds of billions of dollars of success for a Who’s Who of government contractors. When employed by an aggressive bidder, these strategies and tactics will enable a bid team to propose the competitive price needed to win, while yielding an acceptable contract margin.

Part I, excerpted from CAI/SISCO’s *Modern Competitive Analysis* seminar, is aimed at imparting a solid basis for understanding the essence of competitive analysis, reality modeling and open source intelligence. The seminar identifies time-tested processes, key information sources, data gathering and husbanding tools, and techniques key to successful analysis.

Part II is a condensed, yet powerful, version of American GSC’s *Strategic Pricing Strategies & Tactics* seminar that uses the Mission Impossible paradigm to develop the most appropriate suite of strategies and tactics to meet the requirements of any RFP. An implementation approach is detailed.

Customization to tailor this seminar to client desires and timing issues is available.

#### Seminar Fee:

\$7,500, plus expenses if held outside the Washington DC metropolitan area.

**For More Details & Scheduling:**  
Contact Bobbi Bigelow at CAI/SISCO at  
(301) 840-5959 or [bbigelow@caisisco.com](mailto:bbigelow@caisisco.com)

Over the years our presenters have given their seminars to many of the most successful players in the Federal IT, C&E, and S&T markets, including AT&T, CACI, CSC, EDS, GD, Harris, HP, IBM, SAIC, Sprint, and Verizon, plus many smaller Government contractors.

#### Part I – Competitive Analysis

**Tony Constable, President, CAI/SISCO**  
([www.caisisco.com](http://www.caisisco.com))

Topics include:

- Target selection
- Reality Modeling as the basis for Delta Margin Gaming
- Technology Deflation/Inflation
- Benchmarking the competition’s likely solution and “should” prices
- An 8-step, 3-stage methodology as the basis of an iterative process

#### Part II – Strategic Pricing & Strategies

**Larry Wiesen, President, American GSC**  
([www.agscinc.com](http://www.agscinc.com))

Topics include:

- Initial & BAFO submittal differences
- Fixed, Variable, and “Dice Roll” costing
- Onetime “Must Buy” techniques
- CLIN restructuring & “LEGO” pricing
- What and how to bundle/unbundled & NSP
- PV versus bidder’s Cost of Money
- Labor rate gaming
- Effective use of pricing notes

#### Part III – Putting It All Together

**Tony Constable and Larry Wiesen**

Topics include:

- How competitive analysis and strategic pricing intersect to complement and confirm
- After the win – turning strategies into reality
- How competitive analysis and strategic pricing are likely to fit into the embryonic BD-CMM process
- Open floor Q&As