



Offering Title	Offering Type	Price	Availability	Overview – Please Call for Additional Information
<i>Opportunity-Exclusive Business Development Support Services (Call for a speedy proposal or quotation):</i>				
Competitive Analysis & Price To Win (PTW) Studies	Independent Study	Price on request after opportunity identification	5 working days	Detailed competitive analysis & PTW modeling of competitor solutions and pricing for major domestic and international IT, C&E and S&T opportunities. We are always willing to sign an NDA before opportunity is revealed.
Proposal Color Reviews (Pink, Red & other Review Teams)	Independent Assessment	\$5,000, and up.	5 working days	Assesses RFP compliance, provides before/after evaluation scores, and delivers red-lined proposal sections w/detailed comments/suggestions.
Pricing Strategy Development	Facilitation	\$10,000, and up.	5 working days	Develops a detailed pricing strategy for a major opportunity.
Opportunity "Black Hat" Reviews	Interdependent Facilitation	\$10,000, and up.	5 working days	Interactive/independent development of themes/discriminators and a draft Executive Summary or Solution White Paper.
Pricing Strategy Tune-Ups	Interdependent Facilitation	\$7,500, and up.	5 working days	Uses a structured interview process to rapidly augment or develop a customized opportunity Pricing Strategy that improves the win probability
PTW Coaching	Small Group On-site Coaching/Training	\$2,250 per day or portion thereof, 3-day minimum	5 working days	Uses our PTW development and training tools vast database of pricing and execution strategies to develop the bid price for a single competitive acquisition that will markedly improve the customer's opportunity pWin
<i>Consulting & Temporary Business Development Staff Augmentation:</i>				
Senior Consultant	Professional Services	Hour \$225, Day \$2,250	24 hours	<p>Infostructure Design, Development & Implementation services. Business Development, Strategic Planning, Capture Management and Strategic Pricing consulting for major pursuits. Minimums may apply.</p> <p>Experienced price proposal developers and strategic pricing personnel.</p>
Senior Associate		Hour \$195, Day \$2,000		
Associate		Hour \$175, Day \$1,750		
Pricing Staff Augmentation		Market prices		
<i>Business Development Modernization/Improvement Books & Ad Hoc Competitive Intelligence:</i>				
"Hope Is Not A Winning Strategy... But Price To Win Is" by Anthony C. Constable	"How To" book for Price To Win (PTW) studies	\$295.00 from Amazon - bulk discounts available.	Immediate	This book provides a Price To Win (PTW) framework and process and shows how PTW can help achieve win probabilities (pWins) of 100% for complex competitive bid opportunities. Not 73% or 87%, but 100%. 150 pages, in full color with progressive problems for students to solve.
CI-4-GovBids	Ad hoc Competitive Intelligence and analysis on-demand	e-mail us your CI needs and receive our rapid response FFP proposal	Immediate upon acceptance of our proposal	To equip business developers for success we invite firms to submit their ad hoc requests for competitive intelligence (CI) to our CI-4-GovBids service to access our research staff and our pre-positioned trove of CI within CAI/SISCO's InfoCenter databases.
PTW-In-A-Box	A comprehensive set of tools and models for the professional PTW practitioner	Seat pricing upon request	Delivery & training within 10 business days from receipt of accepted license agreement	As the world's leading Price To Win (PTW) practitioner and PTW training organization we have added PTW-In-A-Box to enable PTW practitioners to develop and present world-class PTW studies for projects of any complexity. Includes readily adaptable models and a comprehensive user cook book.

Please call **Tony Constable** at (301) 807 8171 or email him at tconstable@caisisco.com
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