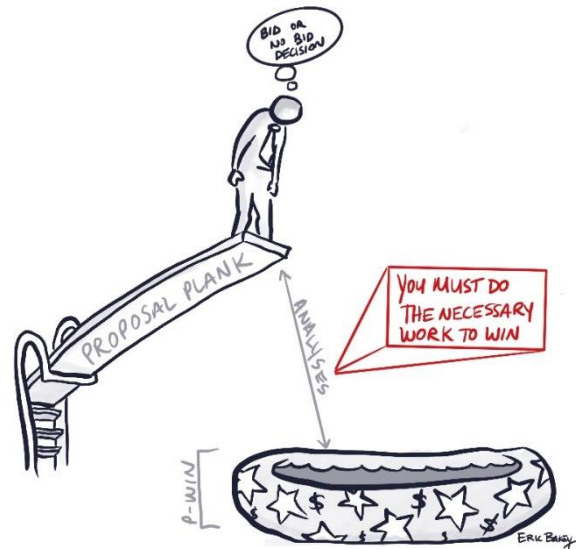# Is Probability-of-Winning (P-Win) A Sufficient Measure for Competitive Pursuits?

P-Win

In competitive pursuits, determining P-Win upfront is the most important measure to assess where a Government Contracting (GovCon) company stands regarding an opportunity. Bidding government contracts is resource-intensive. It is essential to establish a bid/no-bid decision on projections that are data-driven. In the GovCon marketspace, P-Win is calculated in many different ways. For example, Educated Guess; Historic Factor Analysis; Key Performance Indicator-Driven Opportunity Assessment; Phased-Based Customer Relationship Management Software Calculation; Question-Based Calculator; or some combination of the aforementioned ways.

The Problem

Regardless of how P-Win is calculated, experienced business development (BD) practitioners in the GovCon marketspace know that P-Win changes like the "temperature of the day". P-Win changes as a company tries to move the from an unknown to known; known to improved; and then improved to favored position. In competitive pursuits, determining P-Win upfront is the most important measure to assess where a GovCon company stands regarding an opportunity, but it is not enough to get it to the company's ultimate desired destination ─ the Win.

The Need

Just like in basic algebra where "y" is a function of "x" or "y = f(x)", in competitive pursuits, "P-Win Realization" is really a function of?

  1) Doing the right things.

  2) Doing things well.

  3) Being able to show material evidence of your efforts.

During the Opportunity Assessment; Capture; and Proposal Planning BD phases in particular, there is a need for a Pursuit Index or "PI" for short that allows a traceable, irrefutable, defensible, and explainable way to measure what GovCon companies are "realizing" from their competitive pursuit efforts.

The Benefits

The benefits of a P-Win Realization= f(PI) expression to GovCon companies include that it:

  ❑ Complements any existing BD lifecycle process.
  ❑ Fits any size company and deal type (i.e., large to small).
  ❑ Helps the C-Suite get an understanding with what they are getting out of capture efforts regarding money and time spent.
  ❑ Provides ability to spot "red flags" in potential pursuits early.

- ❑ Supports efficient and effective pre-proposal activities.
- ❑ Enables effective gate reviews.
- ❑ Allows ability to easily perform forensic analysis on a proposal submission.

PI Should Be Calculated to Enable P-Win

We believe that if a PI calculation is used by companies competing in the GovCon marketspace to help them with P-Win Realization, then these companies will experience higher win rates.

For this reason, because we recognized the need for a way to calculate PI for competitive pursuits, we have developed a PI-based algorithm that is a key element of the capture-as-a-service offering that we have delivered to the GovCon marketspace for its use.

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