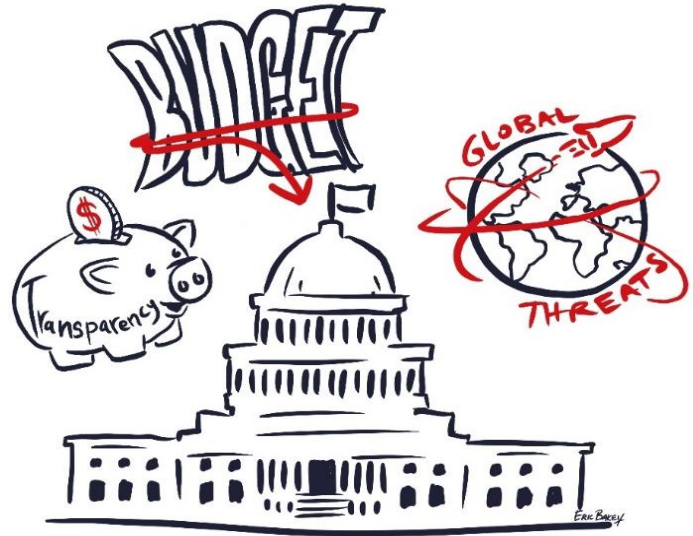


Do You Really Know What Is Keeping the Customer Up at Night?

Hot Button Issues

In competitive bids, do you really know your customer's hot button issues and why they are issues? The word "issue" is a general term though. The following terms are also valid in place of the word issue when trying to understand what is driving a customer to go to industry for help by way of a competitive procurement:

- Angst
- Challenge
- Concern
- Distress
- Fear
- Grief
- Problem
- Stress
- Trouble
- Worry



The Problem

Understanding the customer's issues and why they are issues to the customer is typically something that evolves over time. We get information about the customer from many and diverse sources including:

- Face-to-Face Interaction with the Customer (most preferred)
- Industry Days
- The Media
- 3rd-Party Business Intelligence Sources (e.g., Bloomberg Government, Deltek)
- Government Accountability Office & Congressional Research Reports

Regardless, on how we obtain this information, it still must be analyzed to ensure that we have the right context of it. This is necessary so that we know what key factors are important to bring to the table to address the customer's issues and why those key factors are important to the customer. It might sound basic but blundering the activity of Hot Button Issue Analysis in a competitive pursuit is the surest way to guarantee a loss.

The challenge though is how do we do best perform this business-critical activity? In particular, how do we do this in the new hybrid work environment with the same analytical rigor that we once did pre-pandemic when we were able to have collaborative, face-to-face, deep dialogue exchanges?

The Need

There is a need for a capability to help us get back to that collaborative, face-to-face, deep dialogue, and analytical rigor that we once were able to do in order to win that next

competitive pursuit. A capture-as-a-service (CaaS) capability where being able to perform Hot Button Issue Analysis in such a manner is possible is a key part of it.

The Benefits

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

- ❑ Support customer-focused strength, weakness, opportunity, and threat analysis.
- ❑ Capture issues driving a competitive pursuit, their supporting rationales, and prioritization in the eyes of the customer.
- ❑ Allow for customer-focused psychographic analysis. For example, is the individual on the evaluation committee? Are they an influencer or decision-maker? How do they feel about your company—Are they an advocate or adversary? Are they a leader, visionary or egotist?
- ❑ Enable automatic generation of issue-based narratives to support pursuit team communication and later proposal development.
- ❑ Permit push-button movement of Hot Button Issue Analysis data to support other essential capture-related activities (e.g., key factor analysis, building a strengths-based budget).
- ❑ Allow select-identified issues to be part of a visual blueprint that explains how you are going to win the overall competitive pursuit in the eyes of the C-Suite and the target customer.

Winning Starts at the Beginning

We believe that if such a CaaS offering enabled conducting Hot Button Issue Analysis in the manner described that a company's understanding of the customer would improve and contribute to the company experiencing a higher win rate. The bottom line if you cannot materially prove that you know the customer's Hot Button Issues and why they are issues you will not win.

For this reason, we have developed a [capture-as-a-service offering](#) for the GovCon marketplace for its use where one key part of it is the ability to perform Hot Button Issue Analysis in a way that overcomes the challenges of the new hybrid work environment and provides the aforementioned benefits and more.

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