

## ***Winning Competitive GovCon Pursuits Really Is About Realizing That “We Are in A Thinking-Person’s Business”***

### **Is Your Business Development Lifecycle Process and Its Many Templates Really Helping You Win Your GovCon Pursuits?**

Often in competitive government contracting (GovCon) pursuits companies make a heavy investment into developing their business development (BD) lifecycle process (i.e., opportunity assessment, capture, proposal development). Likewise, very often there is a heavy emphasis on the use of the BD lifecycle process’ templates as well. Stop and ask yourself, “*Is this really helping us to win?*”

#### **The Problem**

What have those of us with decades of experience in the GovCon marketplace often seen:

- ❑ Opportunities committed to capture that never should have passed a “Go Decision”.
- ❑ Capture Managers iteratively presenting the state-of-play of the capture to the C-Suite and others with a win strategy that is not traceable, irrefutable, defensible, and explainable.
- ❑ Proposal Teams not receiving the essential artifacts from capture efforts (e.g., hot button issues, qualified discriminators, win strategy, win themes, proposal strategies, inventory of strengths) needed to develop a compelling and convincing response to the Government. In particular, despite often tens of thousands of dollars being spent on preceding BD lifecycle activities for the pursuit.
- ❑ Companies losing competitive GovCon pursuits because the necessary upfront work (i.e., the thinking before the writing) did not occur.

#### **The Need**

Using the best BD lifecycle process and templates alone on the market are not sufficient to help you win your next competitive GovCon pursuit. It is your company’s ability to “out think the competition” that will though. Intellect and sweat (i.e., the thinking) are what really provides competitive advantage. There is a need for a capability to help companies to do the necessary thinking to win their competitive GovCon pursuits. One that will enable the thinking to produce the essential artifacts to support a competitive GovCon win as aforementioned (e.g., hot button issues, qualified discriminators, win strategy, win themes, proposal strategies, inventory of strengths). In fact, there is a need for a thinking-as-a-service (TaaS) capability where such things are possible.



## The Benefits

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

- ❑ Help do the necessary “strategic thinking before writing” in the opportunity assessment, capture, and proposal planning phases of competitive pursuits.
- ❑ Enable better decision-making, particularly at the C-Suite level.
- ❑ Assist with answering the most important question when pursuing a competitive pursuit — *“Why your company?”*
- ❑ Support the design and development of the solution for your company’s competitive response.
- ❑ Store the rich context of how and why a deal was bid to increase overall company value over time.
- ❑ Capture the company’s intellectual capital to enable future growth.
- ❑ Quantify the growth status of your enterprise.
- ❑ Lower the cost of capturing new business.
- ❑ Protect the customer business that your company already has.

## There Is a Thinking Gap in the GovCon Marketplace

We believe that if such a TaaS offering existed in the GovCon marketplace that companies using it would win more competitions and increase their overall enterprise value. For this reason, we have developed a thinking-as-a-service offering for the GovCon marketplace for its use, which provides the aforementioned benefits and more.

**Author:** Copyright 31 May 2022, Peter Lierni, Founder, Solutioneering, LLC

[www.solutioneering.com](http://www.solutioneering.com) / [www.solutionengineeringtool.com](http://www.solutionengineeringtool.com)