



Win Strategy Development Checklist

1. Winning Attributes

- Identify 3-5 key differentiators that set your firm apart
- Ensure attributes align with client's needs and project requirements
- Develop specific, concise theme statements for each attribute
- Validate attributes with the client

2. SWOT Analysis

- Conduct a team brainstorming session
- Identify internal strengths
- Assess internal weaknesses
- Recognize external opportunities
- Analyze potential threats
- Integrate SWOT insights into the proposal

3. Competitive Analysis

- Examine recent similar projects in the region
- Conduct client assessment to understand needs and challenges
- Map out the competitive landscape
- Perform price-to-win analysis
- Evaluate firm's reputation and performance record with the client
- Identify the "Win Zone" where your offer aligns with client needs
- Prepare executive briefing and findings/recommendation report

4. Competitor Analysis

- Identify key competitors likely to bid on the project
- Research competitors' recent project history and client relationships
- Create a comparison matrix of your firm vs. competitors
- Assess each competitor's strengths and weaknesses in detail
- Anticipate competitors' potential strategies
- Develop counter-strategies to address competitor strengths and exploit weaknesses



5. Win Themes Development

- Craft strategic statements linking client benefits to your unique features
- Ensure themes are client-centric and address specific needs
- Make themes unique and differentiating
- Quantify benefits where possible
- Keep themes concise and clear
- Align themes with evaluation process and customer requirements

6. Issues, Features, Benefits, Proofs (IFBP) Matrix

- Identify key client issues/challenges
- Propose specific solutions for each challenge
- Highlight unique features of your approach
- Clearly state benefits to the client
- Provide proof of successful implementation in previous projects

7. Key Personnel Selection

- Identify individuals with expertise matching project requirements
- Consider cultural fit with the client
- Look for unique qualifications aligned with project needs
- Introduce key personnel to the client early (pre-RFP if possible)
- Vet key personnel with the client
- Assess if additional hiring or partnerships are needed to fill gaps

8. Teaming Strategy

- Identify potential partners to complement your capabilities
- Develop a list of teaming partner candidates
- Vet potential partners through the client
- Evaluate partners based on complementary skills, past performance, and cultural fit
- Define roles and responsibilities for each team member
- Articulate the combined value proposition of the team



9. Strategy Vetting and Refinement

- Engage with the client to validate all aspects of your win strategy
- Vet win themes, key personnel, team partners, and technical approach with the client
- Refine strategy based on client feedback
- Revisit and adjust strategy as new information becomes available

10. Final Strategy Review

- Ensure all elements of the win strategy are cohesive and aligned
- Verify that the strategy addresses all key client needs and project requirements
- Confirm that the strategy effectively differentiates your offer from competitors
- Review pricing strategy to ensure competitiveness while maintaining profitability
- Prepare a final strategy brief for the proposal team