



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