



## Case Study 58 – Winning By Annihilation



### **Accelerate Delivered These Proposal Services On This Project**

#### **Competitive Analysis & Assessment** *Milestone review (Black Hat)*

#### **Win Strategy Development** *Milestone review (Blue Team)*

#### **Pricing Analysis**

#### **Integrated and Detailed Baselines** *Milestone review (Green Team)*

#### **Proposal Planning & Kickoff**

- Outlines & storyboards
  - Writers' packages
  - Kickoff package
- Capture management review*

#### **Proposal Leadership & Mentoring**

- Proposal management
  - Volume leadership
  - Executive summary
  - Effective data-rich graphics
  - Writing & editing
- Milestone reviews (Pink Team, Rose Team, Red Team, Gold Team)*

#### **Lessons Learned**

### **Case Study**

#### **Results - This Specific Proposal**

- This competitive contract was awarded to our client *without discussion* - the proposal was very strong
- Our client's proposal received
  - 1.5 times the points awarded to the 2nd place team
  - 2 times the points awarded to the 3rd place team
  - On the 1,000 point scale, our client's proposal was evaluated hundreds of points above the competition, with cost and schedule credibility
- This client now enjoys significant prime contract with NASA

#### **Results - This Client Overall**

- This Fortune 100 client has *accelerated* since 2006
- This client enjoys a near-perfect win record using Accelerate – and beyond win rate is the quality of each win
- Accelerate enjoys a seat at this client's business development table on an ongoing basis

#### **Project Scope**

- Type: Proposal
- Size: Billion dollar class contract
- Customer: NASA
- Agency: Goddard Space Flight Center
- Accelerators: [Proposal Manager and Volume Leads](#)

#### **Client Challenge**

- Overcome the advantages of the Lockheed Martin and Northrop Grumman teams' overwhelming space systems experience and agency intimacy

#### **Accelerate Contributions** (how we do it makes the difference)

- Led factually compelling proposal development, paced to foster discovery environment
  - Created strawman RFP to guide trade study based approach, focused proposal baseline development
  - Developed significant supporting evidence to address RFP evaluation criteria
  - Developed detailed risk mitigation plans, integrated life cycle cost savings, substantiated credible pricing
- Provided numerous challenges, respected 3<sup>rd</sup> party objective perspective, and senior leadership expertise
- Contributors throughout development, including strategy development, Black Hat, baseline preparation, and reviews