



Case Study – Strategic Win In An Adjacent Market



Accelerate Delivered These Proposal Services On This Project

Proposal Planning & Review

- Outlines & storyboards – *revised and verified*
- Writers' packages – *ensured quality*
- Accelerate senior management, *working via our buddy system, reviewed quality daily with the onsite Accelerator with overnight turnover*

Proposal Leadership & Mentoring

- Proposal management – *focused on content and individual mentoring*
- Volume leadership – *mentored the authors, focused on winning proposal*
- Executive summary – *summarized the entire proposal in one graphic*
- Effective data-rich graphics
- Writing & editing – *mentored authors and focused on quality of proposal*

Orals & Demonstrations

- Coaching – *moved 30-minute presentation to a 2-day "conversation"*

Case Study

Results - This Specific Proposal

- The contract was awarded to our client over several strong competitors and a long-time incumbent
- Our client's proposal demonstrated low performance risk, low risk credible cost, and credible cost savings for the customer
- Our client's 1st class demonstration showcased client strengths
- The proposal demonstrated client's past performance on relevant programs was equal to, or greater than, incumbent's

Results - This Client Overall

- We are 2-for-2 at this client site
- Our 1st proposal at this client site, in which we supplied the Proposal Manager, resulted in a \$408M win

Project Scope

- Type: Proposal
- Size: Billion dollar class contract
- Customer: United States Air Force
- Agency: Air Force Materiel Command
- Accelerators: [Author Mentor](#), [Demonstration Coach](#)

Client Challenge

- Overcome the Raytheon team's advantages of having the incumbent contract with demonstrated strong performance
- Leverage expertise and capabilities across multiple divisions to rapidly produce and deliver equipment intuitively easy to use, scalable, modular, and extremely reliable

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

- Initially requested to jump-in, immediately after a disastrous Pink Team, working as mentor to the authors under a strong internal Proposal Manager assigned to fix the proposal
- We were responsible for ensuring *quality* of proposal material
 - Red Team reviewers then said this was "the highest quality proposal they had ever seen"
 - Accelerate was next requested to return after Red Team to help move the quality from 'green' to 'blue'
- Our demonstration coach was a blend of experienced coach and representative for client senior management
- Accelerate demonstration coach carefully migrated the team away from 'professional presentation training' to more comfortable 2-day dialogue which could be sustained during long periods of watching an antenna receive satellite data ☺