

WEBINAR

Influencing Your Pwin

PRESENTED BY:

Brad Douglas

Mallary Price

Eric Gregory

Dennis Berg





Webinar Agenda



- Definitions
- Importance of Pwin
- Influencers of Pwin
- Addressing your questions
- How to monitor and track (a scorecard)
- Pwin as the incumbent (or non-incumbent)
- Pwin and capture management
- Answering your questions





Pwin and Other Related “P” Terms

- Pwin – Probability of us winning
- PGo – Probability of “go” on the customer side
- PTC – Price-to-Compete
- PTW – Price-to-Win
- PMP – Proposal Management Plan



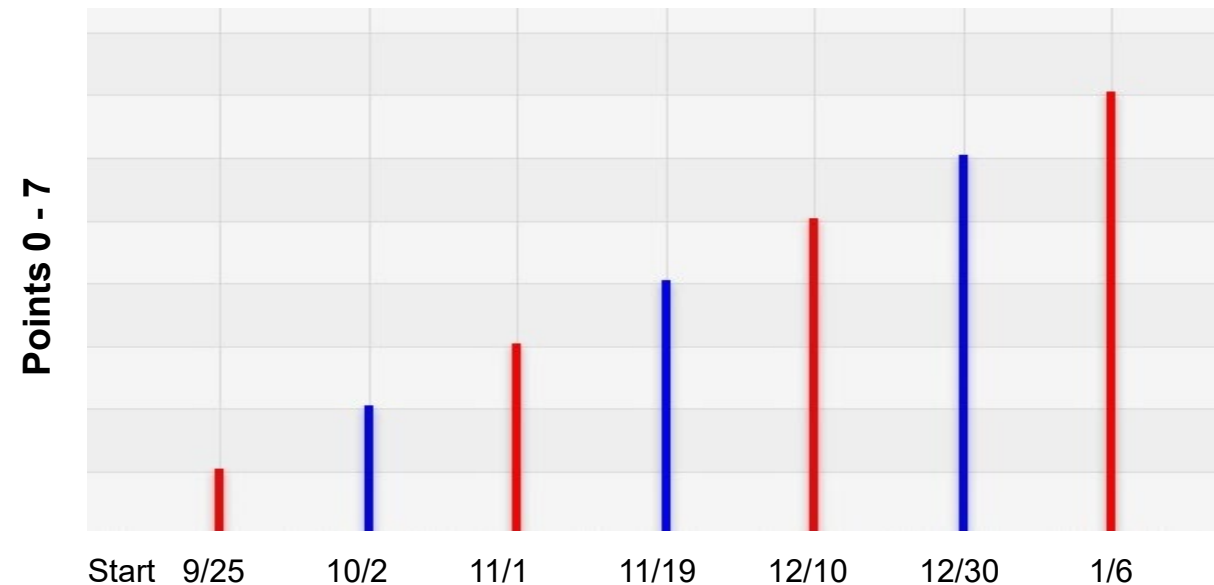


How Pwin is Measured

Various ways to track and measure:

- Gut feel/best guess
- Points
- Weighted points
- Percentage
- KPIs (performance indicators)
- Color progression
- Combination of methods

Sample Pwin Trend



What factors influence a change in Pwin?

What is our target Pwin at key milestones?



Common P_{win} Factors to Track

- Our early positioning with the custo
- Our internal resources to compete
- Our technical capabilities (match requirements)
- Past performance (relevant)
- Understanding of competition
- Incumbent
- Pricing strategy





Influencing Our P_{win}

- Information and intelligence
- Customer relationship
- Competitor behavior
- Personnel changes (customer or internal)
- Solution improvement/challenges
- Price/cost
- Teaming strategy

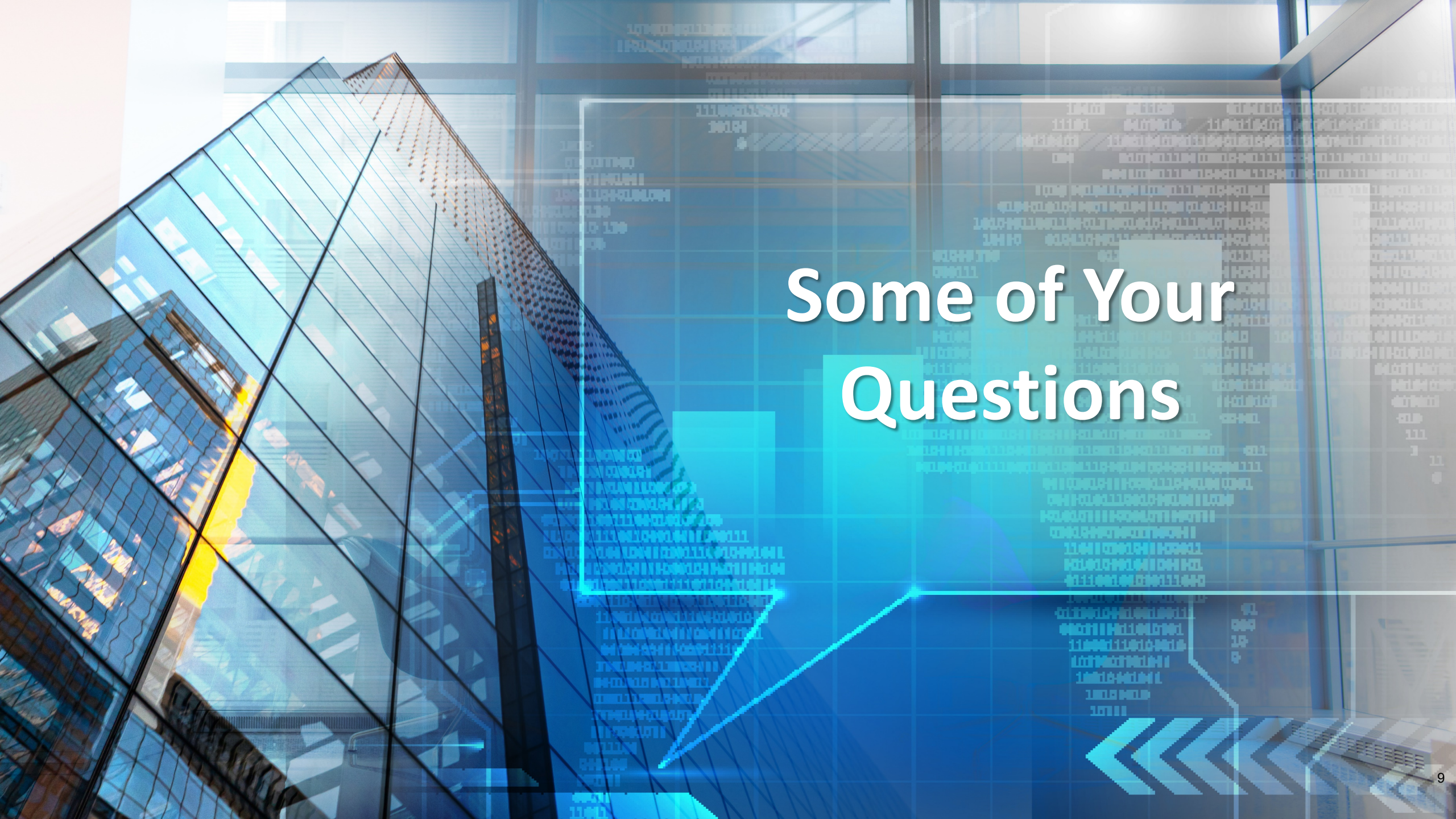


How to Strengthen the P_{win}



P_{Win}

- Establish trust with the customer – add value
- Clarify past performance (success)
- Know who you're competing against
- Identify your clear discriminators
- Articulate value proposition clearly
- Reduce risk to the customer



Some of Your Questions



Incumbents and Pwin



Proposing/Pwin when an incumbent is in place.



How can Pwin assessment help us overcome an incumbent advantage?



What Pwin cautions would you give to an incumbent on a recompetete?



What advice can you give to someone challenging an incumbent?



Market Pursuits



How do you adjust the approach for multiple new business entrants in the competition space, such as Smalls fronting for Larges?



How to increase PW in a new market pursuit?



Influencing Pwin as a subcontractor (how?)



Methodologies and Activities



How do you maintain objectivity when assessing Pwin? Most of the time internal assessment is biased?.



How do you build a culture of good decision gates? Also, how do you recommend tracking metrics for future probability?



What are some essential Pwin activities during the capture and live proposal phases of proposal development?



What carrots and sticks have you found to be effective in enforcing gate reviews/review process?

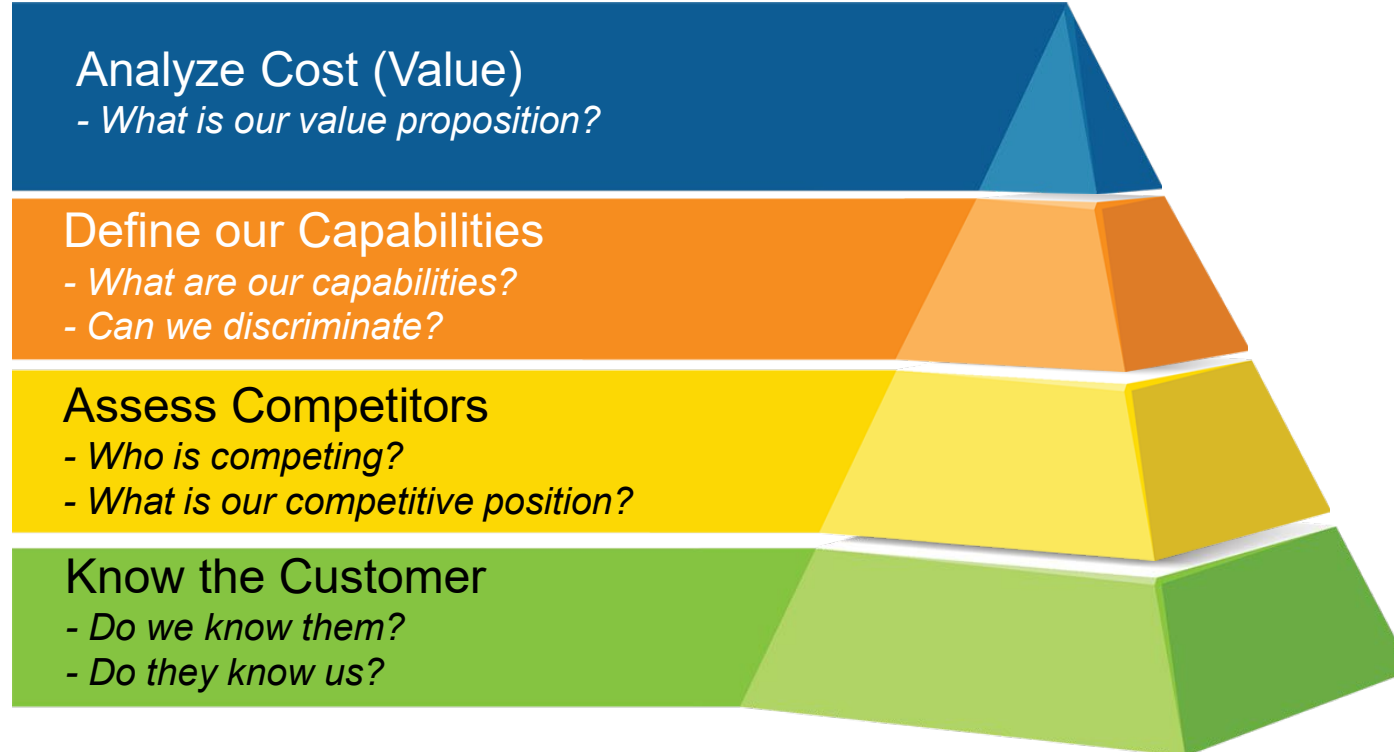


4 Key Focus Areas to Improve Your P^{win}

Focus on the Four Cs

Customer, Competitor, Capabilities, and Cost (Value)

PWin





Methodologies and Activities (Cont.)



What are some commonly overlooked influences on Pwin that deserve more attention in capture?



How to find the pain points if you cannot get answers from the contracting agency?



Best way to make inroads within the FEDGOV space in order to gain more clout during proposal submission?



For Pink Team reviews: Bullets or Prose?



Virtual Influence of Pwin



How to maximize a more virtual/video chat environment to impact government decisions makers?



Creative ways to influence Pwin in a virtual environment.



Alternative Solicitations Types and Pwin



How to monitor Pwin when no budget is listed like in OTAs?



How do you influence your Pwin on OTA prototype efforts?



Calculations & Estimations



Particularly interested in how PWin is accurately calculated and used to make thoughtful go/no-go decisions.



pWin calculators and making them as accurate as possible



Consider converting Shipley's 1-4 Pwin scoring to a %



How can we use PWIN techniques/data to help shut down bid pursuits that are a poor fit (but sales insists we must bid anyway)?



Calculations & Estimations



Please share any tools you have for calculating PGo or PWin and what methodology or formulas are tied to the percentages.



How do you estimate Pwin? What numbers should be used? (ex. 25/50/75/100)



Can you provide a provide an Excel template that can help us calculate the PWin?



Are there any proven methodologies or algorithms to accurately measure Pwin, or does it still come down to a judgement call?



The Importance of Tracking Pwin (Metrics)

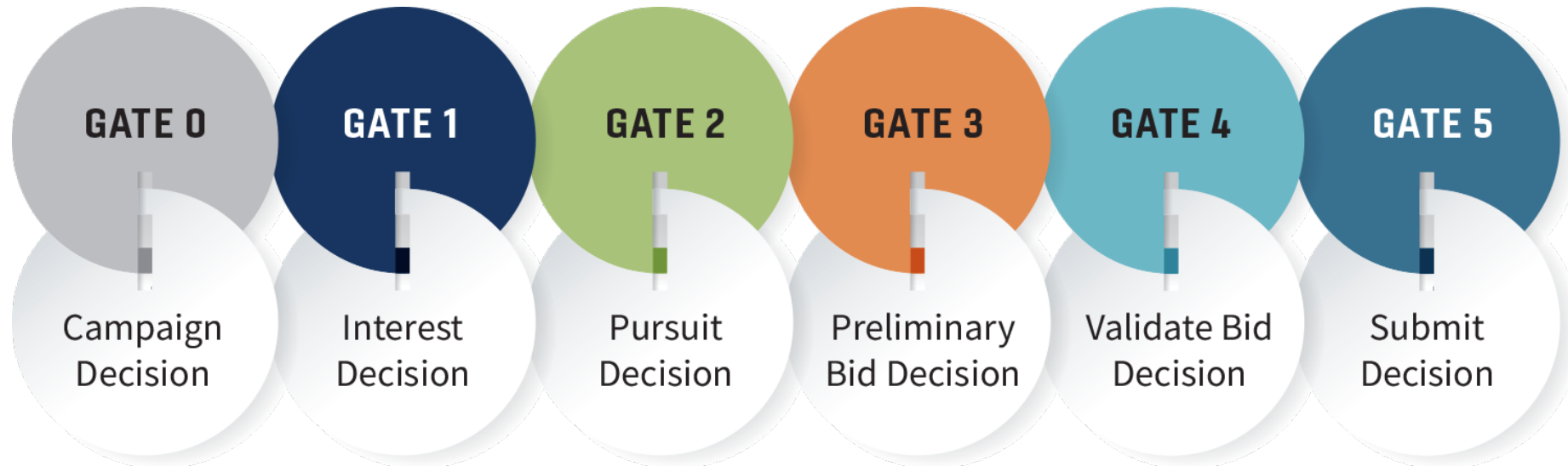
- Use disciplined decision gates – Pwin updates are an important outcome of decision gates
- Saves time, money, and resources
- Informs management and leadership
- Justifies investing in pursuit
- Helps formulate win strategy and action plans





Accountability Requires Decision Gates

Measure Pwin at Every Gate



Campaign Gate determines if the opportunity is aligned with strategic goals.

Interest Gate verifies the opportunity merits expending resources to pursue.

Pursuit Gate determines if a formal capture effort should be initiated.

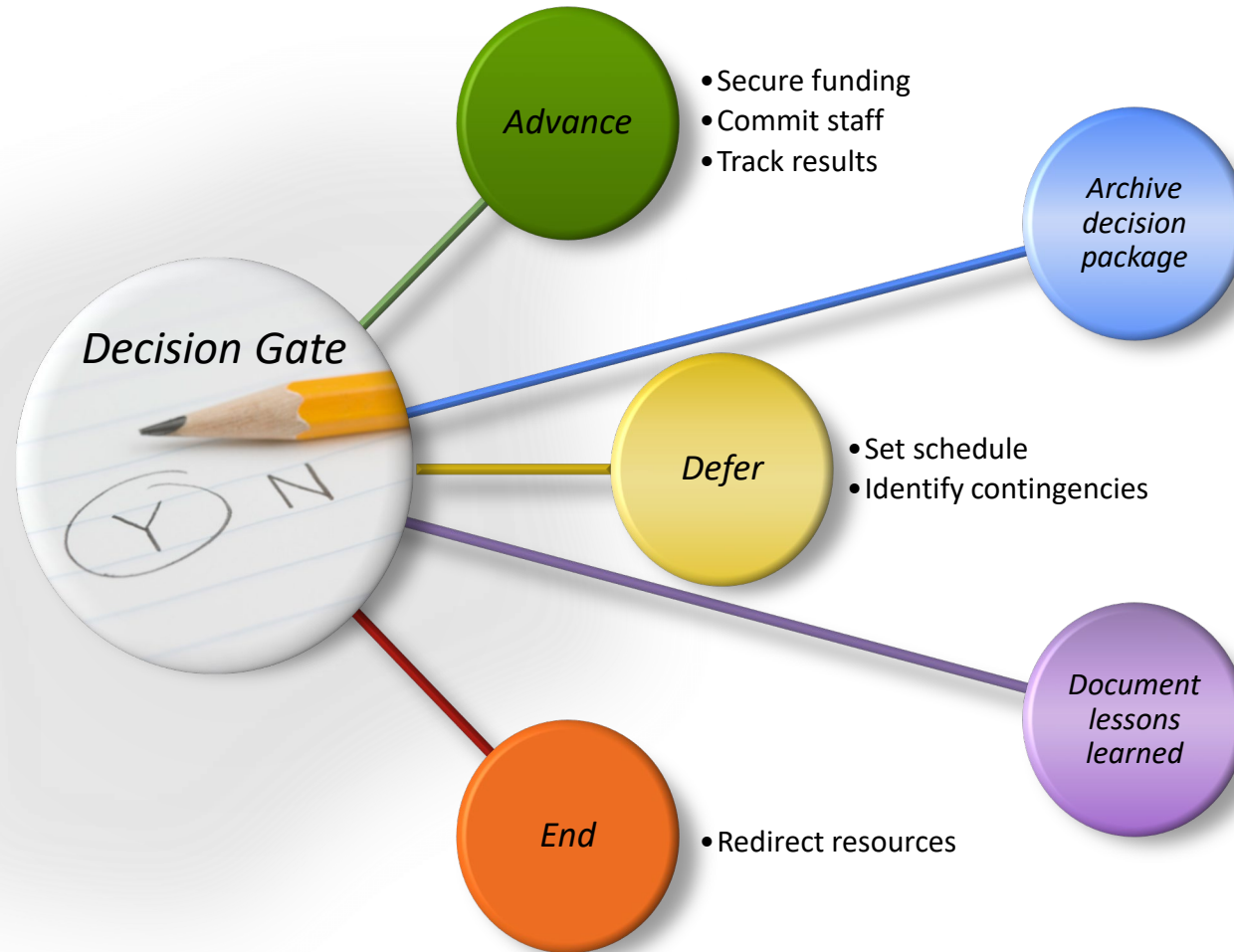
Preliminary Bid Gate verifies that we are *positioned to win* before committing to an expensive proposal effort.

Validation Bid Gate ensures that “show stoppers” are addressed.

Submit Gate ensures proposal compliance with company policies and quality standards.

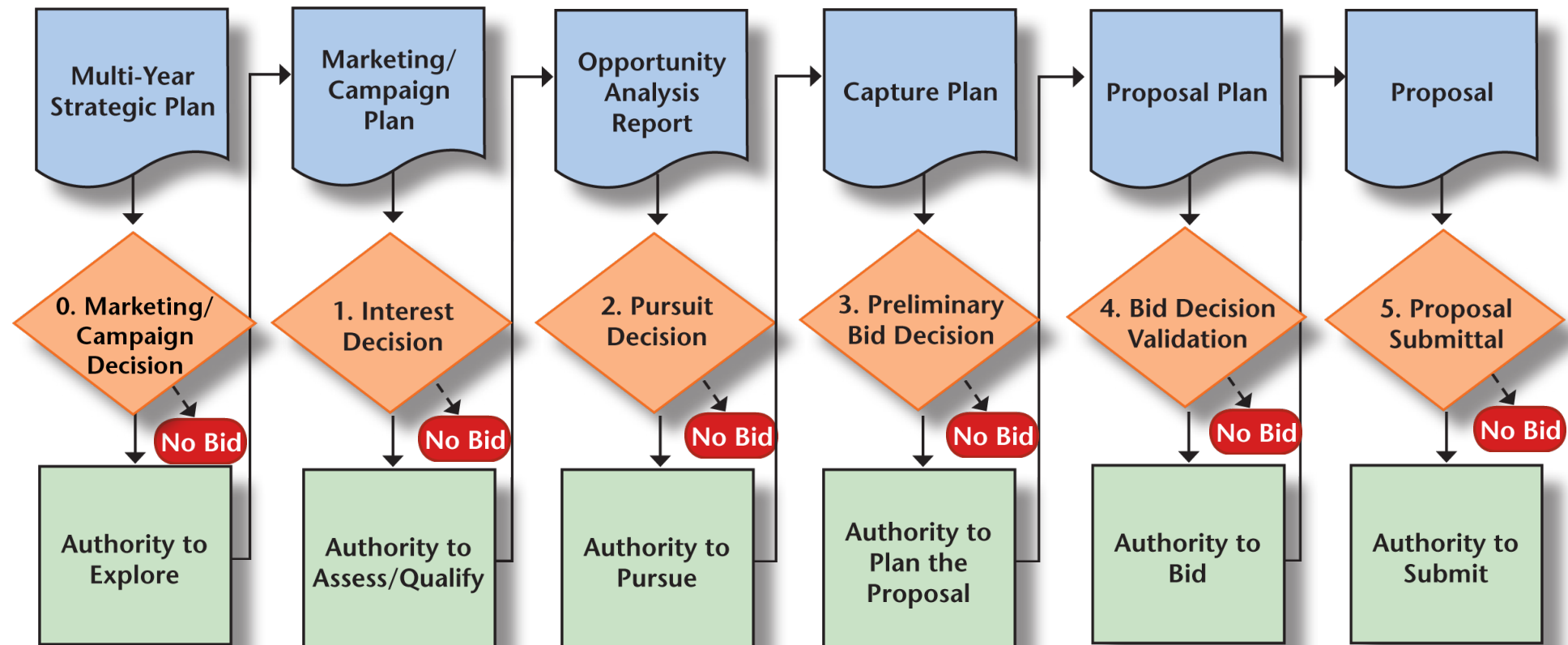


Decision Gate Outcomes Influence P_{win}





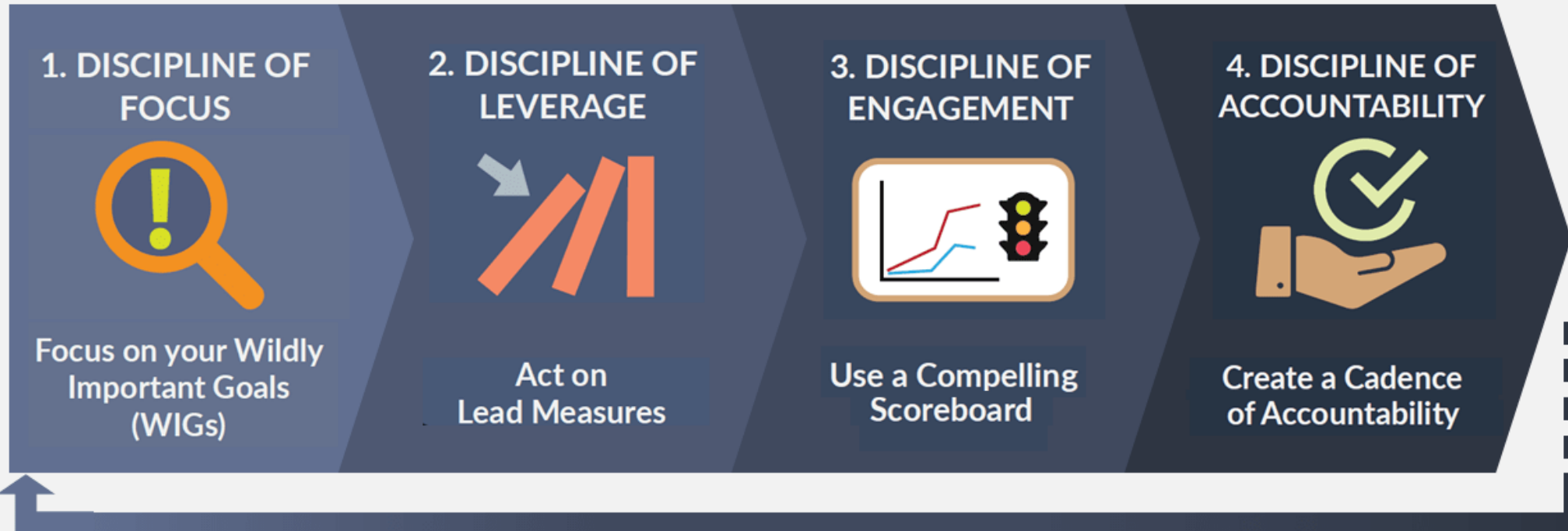
Track P_{win} at Every Decision Gate



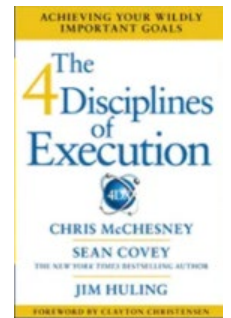


Measuring Pwin Requires Execution

THE 4 DISCIPLINES OF EXECUTION (4DX)



Source:





A Simple Example of a Pwin Calculator (Scorecard)



ShipleyAssociates P_{win} Calculator

Opportunity:				
Anticipated Value:				
Win Factor	Wt. Inc.	Win Factor Rating (Select one from drop-down list)	Points	Score
Pre-RFP Marketing		<input type="text"/>	<input type="text"/>	
Customer's Preference				
Customer's Knowledge of Us				
Technical				
Management				
Cost				
Incumbency				
Experience				
Past Performance				
Contract Risk				
Contract Size				
Competitor Rating				
Other				
Result				<input type="text"/>

Key: 4 = Strong Pwin 3 = Moderate Pwin 2 = Moderate Avoidance 1 = Strong Avoidance

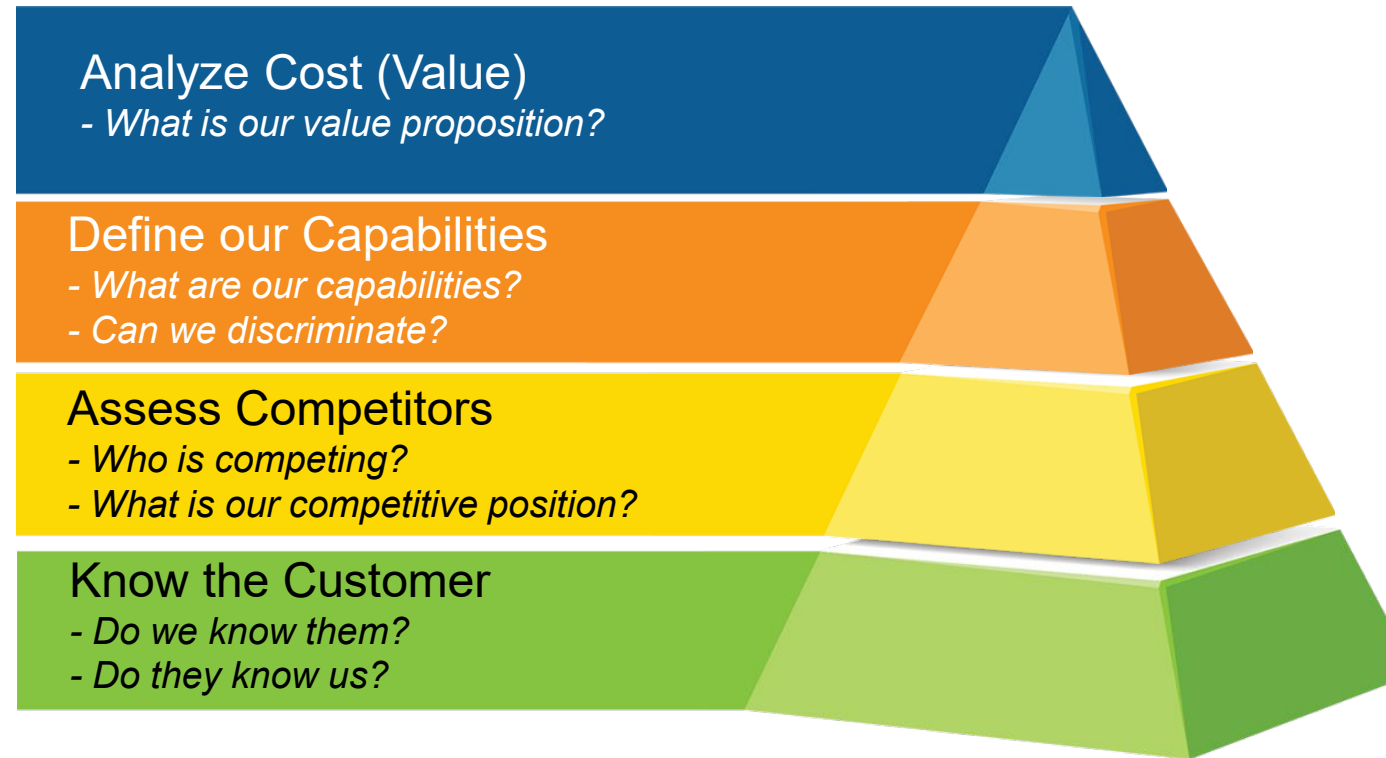




Webinar Summary

- Win factors influencing Pwin vary with each opportunity
- 4Cs are vital to Pwin tracking
- Tracking probability of win requires discipline and accountability
- Pwin tracking should be consistent and aligned with decision gates
- Find or develop a system that works for you

PWin





Questions and Discussion





Our Next Webinars

Proven Proposal Manager Competencies

March 17, 2021 1 pm ET



The Good, Better, and Best of Proposal Writing

April 28, 2021 1 pm ET

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THANK YOU

bjdouglas@shipleyswins.com

mprice@shipleyswins.com

dberg@shipleyswins.com

egregory@shipleyswins.com

tbarnett@shipleyswins.com

WWW.SHIPLEYSWINS.COM