

20 QUESTIONS TO ASK BEFORE BIDDING

1. How early in the procurement cycle was this opportunity identified?
2. Do we know the end user?
3. Do we know the customer's customer?
4. Do we know who wrote the bid?
5. Do we know who will evaluate the bid?
6. Do we know anyone outside the customer who has a close relationship with the customer and has been providing us with insight?
7. Do we know others in the customer's organization?
8. Do we know the incumbent?
9. Do we know how the incumbent has done?
10. Is this a set-aside of a previously open procurement?
11. Do we meet the set-aside requirements?
12. Can the incumbent re-bid under the set-aside?
13. Does the customer have other bidders in mind?
14. Have we assisted the customer in defining the requirement in any of the following ways?
(budget estimate, whitepapers, specifications)
15. Do we know the customer's hot buttons?
16. Do we know what the customer fears going wrong?
17. Why are we seeking this opportunity?
18. Do we know exactly why the customer would choose us?
19. What are the critical factors in bidding? (conflicts with other proposals we are bidding; proposal writing time, etc.)
20. How much of our intelligence is based on fact rather than wishful thinking?

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