

Project Delivery System

Area of Concern <i>Short 1-2 word category (i.e., safety, personnel, etc.)</i>	ISSUES <i>The customer's concerns with regards to the services being procured or problem needing to be solved.</i>	FEATURES <i>What we are proposing to provide to address each of these concerns? Provide features and/or solutions.</i>	BENEFITS <i>What each feature (or solution) will do for the customer in eliminating or taking care of the issue.</i>	PROOFS <i>Examples and metrics that provide validation and substantiation that we have done it for other clients in similar situations.</i>	WIN THEME <i>Sentences / paragraph encapsulating IFBP information.</i>	SHORTCOMINGS <i>Any Red Flags, missing qualifications, shortcomings in fully addressing the Issue?</i>	CONTENT PLAN <i>What section will this win theme go in? What backup material is necessary? Who should writer contact for more information? Etc.</i>