

Name of Pursuit: _____
 RFP/Sol. Number: _____
 How long tracking opportunity? _____
 Vision #: _____

Date Proposal Due: _____
 Value of Contract: _____
 Capture Manager/CAM: _____
 Proposal Manager (Mktg): _____

FACTOR	RATINGS					SCORE
	5	4	3	2	1	
1. Client Knowledge	ATG Incumbent	Former ATG Client (or ATG provides services in another area)	Targeted ATG Client	ATG not well known	Have not marketed client	
2. Client Perception of ATG	Outstanding client satisfaction	Well respected by client	Indifference toward ATG	ATG unknown to client	ATG not well respected by client	
3. Applicable Project Scope Experience	Identical project / scope experience with this client	Identical project / scope experience with other clients	Similar project / scope experience with this client	Similar project / scope experience with other clients	No applicable project / scope experience	
4. Key Staff with Applicable Experience	Identical experience with this client	Identical experience with other clients	Similar experience with this client	Similar experience with other clients	Little / no staff experience	
5. Project Staff with Applicable Experience	Identical experience with this client	Identical experience with other clients	Similar experience with this client	Similar experience with other clients	Little / no staff experience	
6. Knowledge of Decision-Makers	Decision makers know / favor ATG	Know decision makers and have pre-marketed them	Know all decision makers	Know some decision makers	Do not know decision makers	
7. Competitive Assessment	ATG incumbent – strongly favored	Pre-marketed clients and favored	Pre-marketed client, but competition wide open	Other incumbent is strongly favored	Not pre-marketed	
8. Technical/ Proposal Staff Available for Proposal	All necessary technical / proposal staff are available – Top Priority	All necessary technical / proposal staff are available	Select technical / proposal staff are available	Technical / proposal staff have limited available time	Technical / proposal staff have little / no available time	
9. Strategic Value of Submitting	Not submitting will eliminate ATG from future opportunities	Not submitting may eliminate ATG from future opportunities	Submitting may position ATG for future opportunities	Not submitting can be mitigated	No advantage to submitting strategically	
10. Cost Pricing Approach (if required)	Aggressively willing to bid winning price	Willing to bid a competitive price	Will attempt some risk through discounted rates	Will accept little risk through discounted rates	Not willing to discount rates	
11. Proposal Development Cost	<2% of project revenue	2-5% of project revenue	5% of project revenue	5-8% of project revenue	>8% of project revenue	
12. Client Contracting Status	Hold current Master Service Agreement	Hold existing contract with client	Hold prior contract with client	No prior client contract	Client is inflexible re contract terms (non-standard contract)	
13. Key Subcontractors	Decision makers know / favor key subcontractors	Key subcontractors know all decision makers and have pre-marketed them	Key subcontractor know all decision makers	Key subcontractors know some decision makers	Key subcontractors do not know decision makers	
TOTAL SCORE						

Scoring Guidelines:

51 and above If concurrence by all parties on a winning strategy, GO
 35-50 Potential NO-GO range
 Below 35 NO-GO, must obtain Group Manager's approval to GO and provide Reason to Pursue

REASON TO PURSUE IF BELOW 35: **xx**