

THE 8 BEFORE YOU BID

Eight questions to answer before pursuing your next federal contract.

You can do the work. That doesn't mean you can win it.

Before you put a hundred hours into a proposal, answer these eight.

1 **Is this what we do?**

Not "could we figure it out." Is this work we already do well?

2 **Is it where we work?**

Geography, not industry. Where is the work performed — and can we manage it from here?

3 **Can we bid?**

Set-aside, size standard, licenses, clearances, site visits, mandatory requirements.

4 **Can we respond well and on time?**

Not "can we submit something." Can we submit something good?

5 **Can we do the work successfully?**

Winning a contract you cannot perform well is not success.

6 **Does somebody else have a big head start?**

An incumbent? A Sources Sought we missed? An unusually short response period?

7 **Is it worth winning?**

If we win this contract, will we be glad we won it?

8 **Why do we think we can win?**

"We can do the work" is not an answer to this question.

THEN MAKE ONE OF THREE DECISIONS

GO

We have a credible reason to believe we can win. Commit the resources.

INVESTIGATE

Something important is unknown. Assign it — with an owner and a due date.

NO-GO

There is a good business reason to stop. That is a result, not a failure.

Print it. Share it. Give it to whoever makes your bid decisions.

Free to copy and pass along. No strings.

Answering these is harder than asking them.

That is what Should We Bid? — The Federal Go/No-Go Toolkit — is for.