

RETAINER OFFERINGS

Pricing

Increase your ability to respond to solicitations with confidence, better outcomes, and margins, with fewer headaches. Expert strategic pricing guidance and support at a fraction of the cost.

**COLLABORATION WITH CLIENT**

Establish a working relationship and cadence with the client. Force multiplier leveraging clients' subject matter experts (SMEs) to create a detailed basis of estimate (BOE), cost/price estimate, and pricing narratives for each opportunity. Educate on positioning, bidding strategies, contract execution options & tactics to optimize profitability to achieve financial and growth goals. Advisement on pricing tradeoffs of contract type specifics (FFP/T&M/CPFF) and maximizing each opportunity.

**COACHING ON PRICING FACTORS**

Educate on strategies and tactics to understand how to be more competitive, whether on either end of the lowest price technically accepted (LPTA) or the best value trade-off (BVTO) evaluation spectrum. Utilize each proposal response as a learning opportunity to study debriefs and create lessons learned to assist in future efforts to shape and incorporate into the organization's best pricing practices and future positioning efforts.

**COMPETITIVE ASSESSMENTS**

Examine client service and product offerings and analyze current market offerings. Benchmark rates with external salary surveys for direct labor and wrap rate for individual cost pools and other historical data. Obtain insights into customer propensities to determine tendencies and strategize competitive positioning with targeted customer(s). Reverse engineer target opportunities and request FOIAs when necessary. Advise on how teaming agreement terms impact pricing strategy and competitiveness.

**BOILERPLATE PRICING DELIVERABLES**

Develop cost rationale and price narratives for each customer and each contract type. Create a database that leverages data stored in back offer departments (HR, Account, etc.), to expedite preparation for cost volumes for competitive and compliant deliverables. Under indefinite delivery/indefinite quantity (ID/IQ) contracts, create deliverables that are easy to assemble, update, and easy for customers to evaluate for better outcomes.

**PRICING TOOLS & INTERNAL MODELS**

Generate pricing tools based on specific client wants. Wrap rate calculators with different levers for options such as indirect rates, subcontract passthrough, and blended rate models for bottom-up and top-down methodologies. Produce analysis with government-wide acquisition contract (GWACs) rates and rate analysis to assist with future competitiveness.

ALSO INCLUDED:

- Sole Source/Direct Award Responses
- Participation in gate reviews for competitive pipeline opportunities – pre-solicitation
- Business system advisement (Accounting, Property, CPSR, EVMS, etc.)

Retainer offerings are committed to by client on a **6 month term** basis.

Competitive proposal solicitation opportunities are not included in the retainer and will be managed on an ad hoc basis.
Open to negotiating additional service requests from clients where we can add value.