

# BID2WIN CONSULTING

## CAPTUREENCORE™

Bid2Win Consulting is excited to introduce you to our offering for ensuring you win your recompetes.

When an orchestra plays a wonderful program, the audience yells, Encore, Encore! At this, the conductor obliges by giving one more performance for the evening.

Likewise, the same response from your client is music to your ears – Encore, Encore! We want you to support us again!

Winning a new piece of business is so exciting at first. But after the win, reality sets in and the work begins. At first, everyone is energized with new work and new relationships. After a while, the honeymoon fades, and a routine sets in.

Before you know it, your period of performance (POP) is almost over. That's when most of us think - they like us and can't afford to lose us! They'll simply extend us and renew our contract! We'll just update our proposal, and life will go on.

Reality check time!

It is usually one and a half to two years before the end of the POP. During that time, your competition has been hard at work strategizing and courting your client with new ideas and innovations. Your employees are being recruited by other companies and your teammates are thinking about priming or joining other teams.

All of all the hiccups and issues you have experienced along the way are out in the open for anyone to find by digging online and talking with your teammates or customer. Before you know it, a competitor has convinced your client to make it so you cannot even bid as prime.

Bid2Win Consulting comes to your rescue long before this can happen. We make sure you start positioning to win as early as possible, and we support you until your new proposal is submitted and you are once again chosen.

We will find out who your competitors are, what they are up to, and who is teamed with whom. We will ensure you bid the right winning proposal and that you do not rest on your laurels.

We will do everything to ensure you are hired again and get your Encore performance.



[www.bid2winconsulting.com](http://www.bid2winconsulting.com)

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