

Pricing

Providing clients with experience/expertise, strategy, execution, and continuous training/education for compelling, compliant & competitive proposals for contract opportunities with a wide array of federal government agencies.

How we work

1. ASSESS

Understand the client's capabilities, role (i.e. prime v. subcontractor), and expectations as well as the scope of the contract opportunity and opportunity requirements from a pricing perspective.

2. ANALYZE

Collaborate on the client's technical capabilities, potential competition, and potential opportunity scoring and compliance.

3. ADVISE

Guide, support & educate the client throughout the entire cost/price proposal process from capture through contract negotiation and beyond (i.e. cradle-to-grave) to provide various bidding options and execution strategies.

What We Do

Our proven process & tactics that drive & enable your success

Cradle-to-Grave Pricing Advisory & Assistance (Included in retainer)

- Capture Process Advisory (if desired).
- Competitor/incumbent & customer research.
- Market Research response recommendations to help with positioning to increase win probability.
- Opportunity "shred" to ensure cost/price compliance, and identify ambiguities & financial execution risks (to include drafting questions).
- Create cost/pricing model and suggest competitive price range.
- Collaboratively develop internal standard estimating templates & populate customer's cost/price deliverable format.
- Draft cost/price proposal narrative template easily tailored to specific customer deliverables.
- Assist development of basis of estimates (BOE) with client technical expert(s).
- Facilitate Prime &/or Subcontractors pricing requests, analysis, & recommendations for profit optimization.
- Enable cost/price and profit/fee decision-making process and finalize pricing deliverables.
- Re-engage for Evaluation Notices (EN) or Final Proposal Revision (FPR).
- Support negotiation process & Engineering Change Proposals (ECP)/ contract modifications/Rough Orders of Magnitude (ROM).
- Availability for consultation regarding any other pricing-related crossroads encountered.

Competitive Opportunities (Not included in retainer)

- Email our Pricing Team regarding requested a la carte pricing services at jon.barker@stratgrowthadvisors.com with opportunity details such as a link to the solicitation. Include as much information as possible about teaming, the competitive environment, and the level of our pricing team's involvement.
- You'll receive an estimate for the proposal effort from the proposal team within 24 hours.
- Your affirmative response to the estimate with written approval confirms that our pricing team can process it with support of the effort and we will reach out to your team to begin the process

About Strategic Growth Advisors

SGA is one of four sister companies that all provide enterprise business support in the areas of Business Operations, Business Development, Small Business Advisory and M&A Advisory. SGA offers on-demand business development enablement and helps Tribal 8(a) organizations & small businesses scale through strategic partnerships & portfolio offerings at a fraction of the cost.



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