

Proposal Development Worksheet

Understanding the Opportunity

Relevant Proposal Information	Relevant RFP Location
Client Name _____	Instructions (L) _____
Proposal Name _____	Evaluation Criteria (M) _____
RFP Number _____	SOW (C) _____
Client Sector _____	CDRLs/Deliverables (F) _____
Capture Manager _____	Attachments _____
Proposal Manager _____	Other _____
B&P Number _____	

Schedule Milestones

Milestone	Technical		Cost	
	Date	Time	Date	Time
Pre-Kick Off				
Kick Off				
Pink Team				
Red Team				
Gold Team				
Delivery				

Estimated 30-day Timeline

Insert graphic

Proposal Contacts and Responsibilities

Name	Responsibility	Email	Cell Phone	Office Phone

Meeting Notes from LAST MEETING

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Solutions and Strategy

All Areas of Proposal – Break out as necessary	
Our Discriminators	Competitive Ghosts
Features	Benefits
	▪
	▪
	▪
	▪
	▪
	▪
Win Themes	
Experience that supports our Approach	

Competition	
Companies	Strengths/Weaknesses