

Competition Management



The Proposal Challenge

Today's procurement environment is more competitive than ever. Winning contractors deliver on time and meet capability requirements at acceptable life cycle costs. Developing an actionable, compelling win strategy is critical to managing all of the customer's risk elements. This requires leadership, a dedicated team, a standardized process, allocation of the proper resources, and an early start on a manageable acquisition schedule.

Relying on the strengths of your product or service is not sufficient to secure the win. Competitive acquisitions level the playing field, increasing the need to demonstrate your team's ability to perform. In our experience, the most committed always win.

Why SM&A?

For over 27 years, SM&A has been the global leader in Competition Management Services. We have delivered leadership on over 1000 proposals worth more than \$340 billion with an 85% win rate.

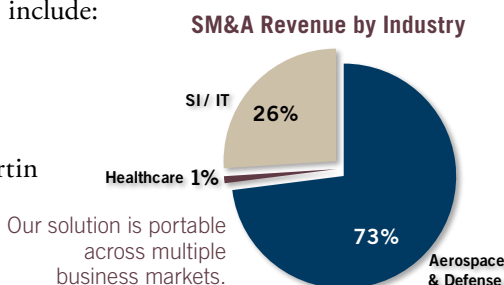
This consistent success makes SM&A the partner clients turn to when they must win.

What makes us different?	Benefits to You
Largest Associate Pool in the Business	<ul style="list-style-type: none"> We match our associates' qualifications to your specific needs Unlike our competitors, we are always available to staff your jobs We offer staff augmentations with program planners, schedulers, program managers, and system engineers
Consistent Quality	<ul style="list-style-type: none"> Most of our competitors are composed of 1099 employees. Our associates are NOT subcontractors; they are part of the SM&A family. 100% of associates receive extensive training in SM&A process, tools, and procedures A Performance Advocate is assigned to each proposal to ensure quality and offer independent assessments to the SM&A team and our clients
Leadership, not Management	<ul style="list-style-type: none"> Our associates are trained in Proposal Leadership, not Management. Their goal is to win! We recruit and retain the highest quality associates – leaders from Government, Military, and Industry

Our Clients

Whether you are bidding to design and develop the next generation fighter jet, a state-wide financial management system, or a communications satellite, we tailor our approach to your business and company culture. Our solution is successful for all types of competitive procurements, as evidenced by our consistently high win rate and diverse strategic client relationships. Since 2005 SM&A has assisted over 150 clients with proposal leadership. Some of our most valued customers include:

- Accenture
- Boeing
- IBM
- Lockheed Martin
- Raytheon



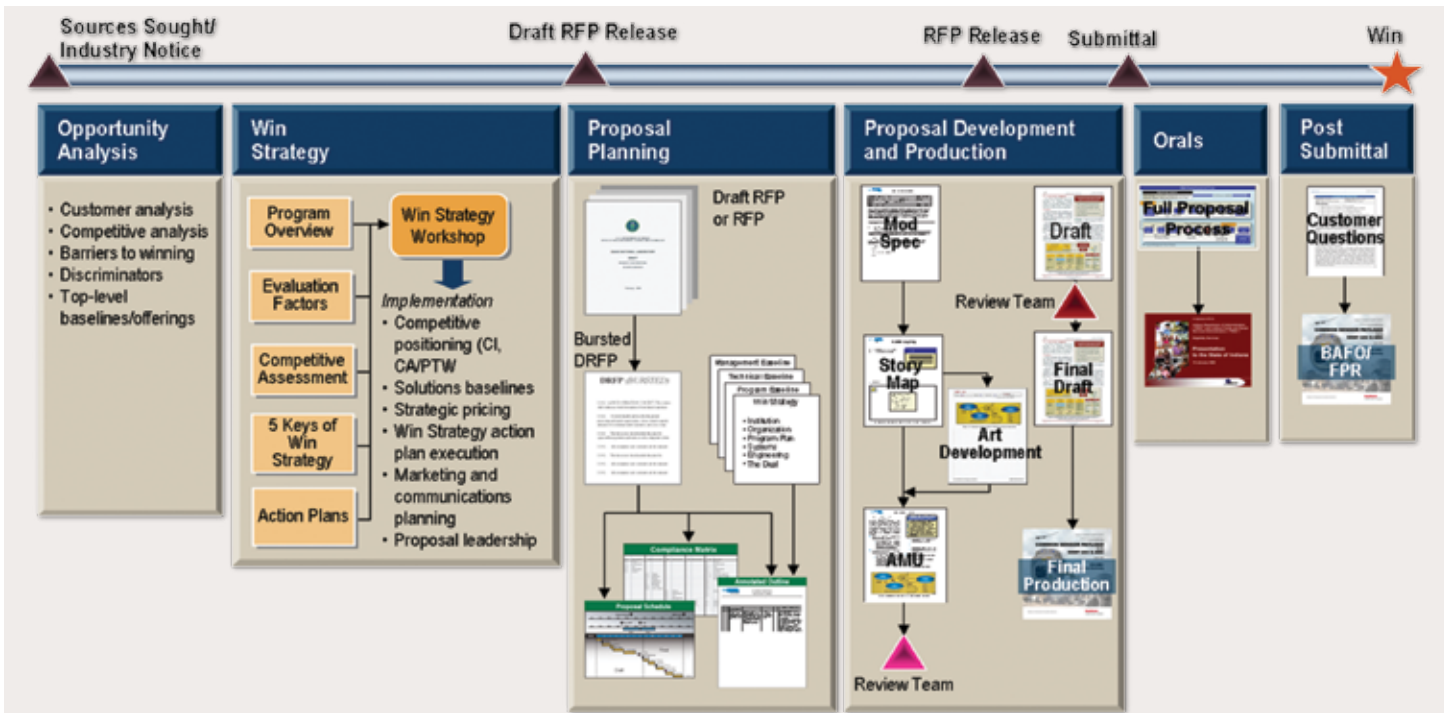
Our People

Our greatest strength is our people. We provide the right combination of knowledge and abilities to help our clients win competitive proposals and execute complex programs. Our associates have a diverse set of skills, including:

- Competitive Assessment
- Government Evaluations
- Program Management and Planning
- EVMS Consulting
- Milestone Reviews
- IMP/IMS
- Strategy

- Over 400 Associates
- 160 Personnel dedicated to Competition Management
- 60% of Associates have more than 30 years experience

The SM&A Solution



Our proposal process uses a top-down, systems engineering approach to develop a win strategy, establish proposal discipline and ensure quality products. This process has been refined over two decades, maximizing resource efficiency and increasing the probability of winning. Our associates provide mentoring and leadership to your proposal team to develop a compelling, consistent and fully compliant proposal.

Increase Your Probability of Winning

- **Establish the Win Strategy Early** – Early development of the win strategy allows ample time to implement the proper marketing/communications plan and business development strategies to shape the RFP.
- **Design First, Then Build** – When the solution is defined early, proposal development is a straight forward process. We drive early development of technical, management, and program baselines.
- **Deliver a Proposal, Not a Technical Report** – Proposals are selling documents compliant with customer instructions. We provide compelling data supporting your proposal, offering what the customer wants instead of what is available.
- **Use Facts as the Foundation** – Claims made in a proposal are believed only when supported by quantitative data. Numbers and graphics are used to substantiate the features and benefits proposed.
- **Drive to be Compliant, Consistent, and Compelling** – Proposals are scored, not read. We mandate full compliance while building a consistent and compelling presentation.



SM&A is the world's foremost management consulting firm providing leadership and mentoring solutions to position our clients to **PURSUE** the right business opportunities, **WIN** new business, and **PERFORM** complex projects and programs. Our proven processes, people, and tools have delivered significant top-line and bottom-line growth across markets, products, and services. From the largest aerospace and defense contractors, through the major systems integrators, to healthcare and financial/audit service providers, SM&A is the partner companies turn to when they must win.

For more information on our consulting and assessment services visit **WWW.SMAWINS.COM**



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