



Black Hat Review Process Checklist

HOW TO CRAFT WINNING BIDS FOR GOVERNMENT CONTRACTS

Landing a lucrative government contract begins with a comprehensive capture management process. During which, your Black Hat review is a crucial, strategic step that helps define your expectations and proposal process, as well as next steps.

There are many methodologies for implementing a Black Hat review process, but the key to making it work is obtaining quality data and seeing the task through to its finish. Below is an overview of critical steps that should be integrated into your own Black Hat review process to ensure your next bid is a win.

- ☐ **Gather the right people.** They should have experience going up against your competitor(s) or used to work for them.
- ☐ **Review the details of the RFP requirements.** For example, what is the client looking for and what is their budget?
- ☐ **Review all general capture intelligence you have collected so far,** including teammates, the incumbent company, as well as others who will likely bid.
- ☐ In addition to budgets and allocations, also **review any government-related issues, challenges or preferences.**
- ☐ **Put yourself in the shoes of your competitor(s).** What capture information would *you* have? Who is *your* real competition? What does the government think of *you*? What does *your* team look like?
- ☐ As a competitor, **create a SWOT (strengths, weaknesses, opportunities and threats) analysis** of *your* company.
- ☐ **Talk about the customer from your standpoint,** including solution knowledge and *your* current relationship, as well as any issues or challenges that may influence the process.
- ☐ **Determine pricing expectations.** How will *you* price, and how much are *you* willing to lower *your* price (by percentage) in order to win?
- ☐ **How will you staff?** Will there be a green initiative or fewer people involved?
- ☐ **Craft a response based on the analysis of this information.** All ghosting information should then be disseminated among the contributors and is woven into the writing process.
- ☐ **Create a list of potential teammates -** companies that are strong in *your* areas of weakness.
- ☐ **Finalize your win strategy.** Why should they pick *you* over the competition?