

WIN THEME DEVELOPMENT

Solicitor		Proposal Due Date	
Solicitation Number		Proposal Manager	
Solicitation Title		Capture Manager	

1. THE CUSTOMER

Who will evaluate the proposals?	Enter name and title here. Enter name and title here. Enter name and title here. Enter name and title here. Enter name and title here.
Who are the final decision-maker(s)?	Enter name and title here. Enter name and title here.

2. CUSTOMER'S TOP CONCERNS, FEARS, WANTS, BIASES, VALUES, OBJECTIVES

Insert Evaluator or Decision-Maker's Name Here.	Enter answer here.
Insert Evaluator or Decision-Maker's Name Here.	Enter answer here.
Insert Evaluator or Decision-Maker's Name Here.	Enter answer here.
Insert Evaluator or Decision-Maker's Name Here.	Enter answer here.
Insert Evaluator or Decision-Maker's Name Here.	Enter answer here.
Review the concerns listed above. Place the most important concern here.	

3. THE COMPETITION

Is there an incumbent?	Enter answer here.
Evaluate the solicitor's view of the incumbent.	Enter answer here.
List all known competitors.	Enter answer here.
Which competitor(s), if any, worked with the solicitor in the past?	Enter answer here.
Compared to us, do one or more competitors provide a superior service or solution?	Enter answer here.
Describe any superior solution(s).	Enter answer here.

4. OUR SOLUTION

Describe our solution. >>>>>	Enter answer here.
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LIST OF FEATURES		LIST OF BENEFITS
List one feature that addresses a concern in Section 2.		Describe the benefit to the customer.
List one feature that addresses a concern in Section 2.		Describe the benefit to the customer.

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Describe the benefit to the customer.
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5. PROOF POINTS

Do any statistics point to the ability of the solution to provide the benefit(s)?
Are there any on-point references, testimonials or customer surveys?
Can you point to any industry ratings?
Are there important citations that should be referenced?
Should any inspections results be cited?

Enter answer here.
Enter answer here.
Enter answer here.
Enter answer here.
Enter answer here.

6. DISCRIMINATORS

What feature listed above differs from those offered by the competition?
What benefit listed above differs from those offered by the competition?

Enter answer here.
Enter answer here.

7. FIRST DRAFT

Using the information above, write the first draft of your win theme.

Enter answer here.

8. UPDATES OR VARIATIONS

Record all revisions here.

Enter answer here.
Enter answer here.
Enter answer here.

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