



Checklist:

10 WAYS TO EMPOWER

YOUR CONTRACT PRICING TEAM

FOR THE WIN



Looking to optimize your government contract pricing team's performance? This checklist will guide you through essential moves to ensure your team reaches its peak.

1. Build the Right Team

- Assemble a team with experience in pricing for multiple contracts.
- Seek members with proposal-level insights to address clients' RFPs effectively.
- Starting from scratch? Look for strong negotiators, analytical thinkers, & cost analysis experts.
- Foster diversity in your team to grow innovative contract pricing strategies.
- Create a culture of collaboration and camaraderie within your team.
- Provide guidance, training, and regular communication to keep members motivated.



3. Formulate Pursuit-Based Strategies

- Collaborate with contract initiation, Basis of Estimate (BOE), and narrative writing teams.
- Finalize financial aspects such as volume discounts, margin percentages, and incentives.
- Ensure your pricing strategy aligns seamlessly with the proposal's overall intentions.



2. Involve Your Team Early

- Engage your pricing team members early in contract pursuits.
- Leverage their financial modeling expertise to identify win themes and make quick go/no-go decisions.
- Utilize their past contract-level intelligence in initial briefings and pre-award work.
- Enable flexible pricing strategies, which will maximize your success chances.

4. Conduct Market Research

- Gather data on market conditions and pricing trends for similar goods and services.
- Use online searches, surveys, and industry expert consultations for research.
- Set competitive prices based on industry standards, a critical factor in winning.

5. Run a Thorough Cost Analysis

- Examine costs associated with delivering goods and services in detail.
- Assess direct and indirect costs, overhead expenses, labor rates, and material costs.
- Ensure transparency in pricing to reduce the risk of overcharging the government.



6. Master FAR Price Analysis Techniques

- Establish price reasonableness as per FAR guidelines.
- Use pricing analysis software like [ProPricer Contractor Edition](#) to compare your prices to industry benchmarks. [Request a demo.](#)



7. Become a Partner in Proposal Writing & Review

- Transform your pricing team into a catalyst for holistic proposal development.
- Ensure proposals meet client requirements and effectively communicate pricing factors.
- Run leadership review cycles, drawing on market intelligence from third-party advisors.

8. Lead Negotiations

- Train your pricing team to lead contract negotiations.
- Utilize data-based insights on markets, accounts, and competition.
- Design fallback options and employ real-time decision-making for efficient negotiations.

9. Build a Deep Knowledge Base

- Collect data from various sources, including third-party benchmarking vendors and external experts.
- Maintain an updated repository of market and competitive pricing/solution data.

10. Take Advantage of Apex Accelerators

- Consider consulting with [Apex Accelerators](#) for external assistance & objective opinion.
- Benefit from valuable support and resources provided by your local Accelerator.



Conclusion

Pricing is the foundation of success for you as a government contracting firm. By following this checklist and setting the right guardrails for your contract pricing team, you can confidently steer entire proposals and secure more and more lucrative government contracts.



www.propricer.com