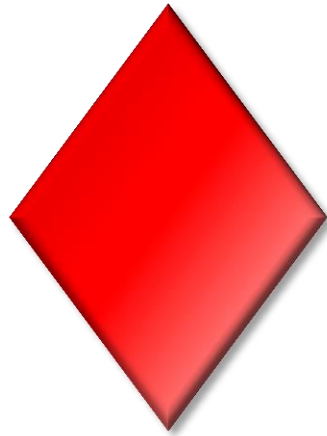




Your Reason/Fundamental



What Are Your Clients Buying?



What Are You Selling?



Your Pricing Strategy

Element	Commentary
Your Reason/Fundamental	<input type="checkbox"/> Why does your organisation exist? <input type="checkbox"/> Why do you do what you do? <input type="checkbox"/> What do you believe in? <input type="checkbox"/> This is NOT a mission statement, but a more FUNDAMENTAL message to the world of what you stand for
What Are You Selling?	<input type="checkbox"/> What is your product/offering/solution? <input type="checkbox"/> How does this relate to Your Reason/Fundamental? <input type="checkbox"/> Do you really understand your product/offering/solution? <input type="checkbox"/> What risks are inherent in your product/offering/solution?
What Are Your Clients Buying?	<input type="checkbox"/> What are client really buying? <input type="checkbox"/> How does this relate to Your Reason/Fundamental? <input type="checkbox"/> What is the problem they are seeking to solve? <input type="checkbox"/> Why do they buy from you?
Your Pricing Strategy	The end result of considering the relationship between these three elements will help you to determine your Bid and Pricing Strategy