

Proposal Planning & Capacity Load Assessment

Deciding If You Can Bid Well, Not Just If You Can Bid

Not all bids fail due to lack of capability. Many fail due to overextension.

Questions to Assess Capacity

Time

- Do we have sufficient time before the deadline?
- Are key staff available?

Resources

- Do we have proposal support bandwidth?
- Are subject matter experts available?

Operations

- Could we perform if awarded?
- Would this strain existing contracts?

Warning Signs

- Rushed development
- Limited internal review time
- Overlapping deadlines

Strategic Discipline

Winning contractors protect:

- Reputation
- Performance ratings
- Team capacity

Key Takeaway:

Saying “no” to the wrong bid protects your ability to win the right one.