

Training, Services & Products Price List

January 2010

Offering Title	Offering Type	Price	Availability	Overview - Please Call for Additional Information
<i>Business Development Modernization/Improvement Training:</i>				
Competitive Analysis & Price To Win (PTW) – <i>How It Should Be Done</i>	Public 1-day Seminar	Per Seat US\$1,195 or UK £1,000	Regularly scheduled Public seminars around the USA and in the UK	For business developers, capture managers, solution developers, and bid pricing personnel. Includes hard & soft copy handouts, class problems and models. A very intense experience. Multi-seat discounts available.
Competitive Analysis, Price To Win & Strategic Pricing – <i>How It Should Be Done</i>	Private 2-day Seminar	\$17,500 + T&L expenses & travel time, if any	10 working days	For business developers, capture managers, solution developers, and bid pricing personnel. Includes 15 sets of hard & soft copy handouts, class problems and models. \$450 per additional attendee. Choice of class problems.
Competitive Analysis & Price To Win (PTW) – <i>How It Should Be Done</i>	Private 1-day Seminar	US\$12,500 or UK £10,000 + T&L expenses & travel time	10 working days	For business developers, capture managers, solution developers, and bid pricing personnel. Includes 15 sets of hard & soft copy handouts, class problems and models. US\$300 or UK £200 per additional attendee.
Competitive Analysis & Price To Win (PTW) – <i>How It Should Be Used</i>	Private 4-hour Seminar	\$9,500 + T&L expenses & travel time, if any	10 working days	For capture managers and bid pricing personnel who are charged with the implementation of PTW study findings. Includes 15 sets of hard & soft copy handouts, class problems and models. \$300 per additional attendee.
Modern Bid Pricing	Public and Private 4-hour Seminar	\$9,500 + T&L expenses & travel time, if any	10 working days for Private sessions. Regularly scheduled Public seminars around the USA	For technical and pricing personnel, involved with bid preparation. Includes 12 sets of handouts. \$450 per additional attendee.
Earned Value Management (EVM)	Public and Private 1-day Seminar	\$12,500 + T&L expenses & travel time, if any	10 working days for Private sessions. Regularly scheduled Public seminars around the USA	For business developers, capture managers, solution developers, and bid pricing personnel. Includes 12 sets of handouts. \$300 per additional attendee.
Cost as An Independent Variable (CAIV)	Private 4-hour Seminar	\$9,500 + T&L expenses & travel time, if any	10 working days	For Category 1 DOD and other opportunities - understand, leverage, and propose solutions that have CAIV "baked in". The session price is for groups of up to 12 participants. \$300 per additional attendee.
<i>Opportunity-Exclusive Business Development Support Services (Call for a speedy quotation):</i>				
Competitive Analysis & Price To Win (PTW) Studies	Independent Study	\$30,000, and up.	5 working days	Detailed competitive analysis & PTW modeling of competitor solutions and pricing for major domestic and international IT, C&E and S&T opportunities.
Proposal Color Reviews (Pink, Red & other Teams)	Independent Assessment	\$7,500, and up.	5 working days	Assesses RFP compliance, provides before/after evaluation scores, delivers red-lined proposal sections w/detailed comments/suggestions + formal presentation.
Pricing Strategy Development	Facilitation	\$17,500, and up.	5 working days	Develops a detailed pricing strategy for a major opportunity.
"Black Hat" Reviews	Interdependent Facilitation	\$12,500, and up.	5 working days	Interactive/independent development of themes/discriminators and a draft Executive Summary or Solution White Paper.
Price Book/Volume Development	Custom Development	\$15,000, and up.	5 working days	Uses templates to rapidly develop a customized opportunity Price Book.
Independent Cost Estimates (ICE)	Independent Analysis	\$25,000, and up.	5 working days	Uses our PTW modeling tools and templates to "should price" solutions.
<i>Consulting & Temporary Business Development Staff:</i>				
Senior Consultant	Personal Services	Hour \$325, Day \$3,250	24 hours	Business Development, Strategic Planning, Capture Management and Strategic Pricing consulting for major pursuits. Minimums may apply.
Senior Associate	Personal Services	Hour \$275, Daily \$2,750		
Pricing Staff Augmentation	Ad Hoc Services	Market prices	24 hours	Experienced price book developers and strategic pricing personnel.
<i>Business Development Modernization/Improvement Products:</i>				
The Estimator© - IFPUG-Compliant SW Development Estimation Tool	Software Module	\$5,000	Immediate	J2EE-based software development estimation tool that uses function point analysis to size development projects for proposals and PTW & ICE analyses.
The Silver Bullet© Contact Database – the Business Developer's Friend	Database – imports into most contact managers	\$995	Immediate	Database of ~50,000 key government and contractor BD and acquisition contact names, titles, salutations, organization, organization type, e-mail address and web site, fax and phone numbers (desk & cell). Best timesaving deal available.

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