

# Training, Services & Products Price List

## January 2011

Offering Title	Offering Type	Price	Availability	Overview - Please Call for Additional Information
<b><i>Business Development Training With A Focus On Winning Complex, Competitive Opportunities:</i></b>				
How to DO Competitive Analysis, Price To Win (PTW) + Modern Strategic Bid Pricing - COMBO	<b>Public</b> 1-day Seminar followed next day by <b>Public</b> 4-hour Seminar	Per 1/2-day Seat - US\$1,690 - USA only	Regularly scheduled Public seminars around the USA	For business developers, capture managers, solution developers, and bid pricing personnel. Includes hard & soft copy handouts, class problems and models. Get it all in a day and a half. Multi-seat discounts available.
How to DO Competitive Analysis & Price To Win (PTW)	<b>Public</b> 1-day Seminar	Per 1-day Seat - US\$1,195, £795 or €995	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.
Modern Strategic Bid Pricing	<b>Public</b> 4-hour Seminar	Per 1/2-day Seat - US\$695 - USA only	Regularly scheduled Public seminars around the USA	For technical and pricing personnel, involved with bid preparation. Includes hard & soft copy handouts. Multi-seat discounts available.
How to DO Competitive Analysis, Price To Win (PTW) + Modern Strategic Bid Pricing - COMBO	<b>Private</b> 1 1/2-day Seminar	\$17,500 + T&L expenses & travel time*, if any - USA only	10 working days for Private sessions.	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. <b>*Add \$4,000 if outside NCR.</b>
How to DO Competitive Analysis & Price To Win (PTW)	<b>Private</b> 1-day Seminar	US\$12,500 or UK £9,995 + T&L expenses & travel time*, if any	10 working days for Private sessions.	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. <b>*Add \$2,500 if outside NCR.</b>
Modern Strategic Bid Pricing	<b>Private</b> 4-hour Seminar	\$7,500 + T&L expenses & travel time*, if any - USA only	10 working days for Private sessions.	For technical and pricing personnel, involved with bid preparation. Includes 12 sets of handouts. \$450 per additional attendee. <b>*Add \$1,500 if outside NCR.</b>
How to USE Competitive Analysis & Price To Win (PTW)	<b>Private</b> 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 handouts, class problems and models. \$300 per additional attendee. <b>*Add \$1,500 if outside NCR.</b>
Cost As an Independent Variable (CAIV)	<b>Private</b> 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. <b>*Add \$1,500 if outside NCR.</b>
<b><i>Opportunity-Exclusive Business Development Support Services (Call for a speedy quotation):</i></b>				
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 Review 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.
<b><i>Consulting &amp; Temporary Business Development Staff Augmentation:</i></b>				
Senior Consultant	Personal Services	Hour \$325, Day \$3,250	24 hours	Infrastructure Design, Development & Implementation services. Business Development, Strategic Planning, Capture Management and Strategic Pricing consulting for major pursuits. Minimums may apply.
Senior Associate	Personal Services	Hour \$275, Day \$2,750		
Pricing Staff Augmentation	Ad Hoc Services	Market prices	24 hours	Experienced price proposal developers and strategic pricing personnel.
<b><i>Business Development Modernization/Improvement Products:</i></b>				
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 ~100,000 key government and contractor BD and acquisition contact names, titles, salutations, organization, e-mail address and web site, fax and phone numbers (desk & cell). Best timesaving deal available.

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