

Services, Books & Products Price List

January 2012

Offering Title	Offering Type	Price	Availability	Overview - Please Call for Additional Information
<i>Opportunity-Exclusive Business Development Support Services (Call for a speedy proposal or 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 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.
<i>Consulting & Temporary Business Development Staff Augmentation:</i>				
Senior Consultant	Personal Services	Hour \$325, Day \$3,250	24 hours	Infostructure 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.
<i>Business Development Modernization/Improvement Books:</i>				
"Hope Is Not A Winning Strategy... But Price To Win Is" by Anthony C. Constable	"How To" book for Price To Win (PTW)	\$295.00 from Amazon or from CAI/SISCO + ppt. Generous bulk discounts available.	Immediate	This book provides a Price To Win (PTW) framework and process and shows how PTW can help achieve win probabilities (pWins) of 100% for complex competitive bid opportunities. Not 73% or 87%, but 100%. 150 pages, in full color with progressive problems to solve.
If Information Is Power, Why Aren't We More Powerful? by Anthony C. Constable	Inspirational text in fable form about information recycling and reuse	\$19.95 from Amazon or from CAI/SISCO. Bulk discounts available.	Immediate	The fact is that most enterprises squander information that they pay dearly in time and money for their people to learn, sometimes over and over again. The author believes that the remedy for this situation represents the "next big thing" for information technology (IT), which today is 95% about technology, and 5%, or less, about information. Changing an enterprise's culture as it relates to information can help change the typical "We don't know what we do know" reality into "We do know what we do know."
<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 ~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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