



Your Capture Process May Be Missing Critical Pieces!

CAI/SISCO

2010 Public Seminar Schedule

Competitive Analysis / Price to Win	July 15 - Reston, VA
Strategic Bid Pricing	July 16 - Reston, VA
Earned Value Management System	July 29 - Reston, VA
Competitive Analysis / Price to Win	August 19 - Reston, VA
Strategic Bid Pricing	August 20 - Reston, VA
Can You Negotiate	August 26 - Reston, VA
Earned Value Management System	September 8 - Reston, VA
Business Development: Strategic Positioning and Tactical Execution	September 16 - Reston, VA
Competitive Analysis / Price to Win	September 23 - Reston, VA
Strategic Bid Pricing	September 24 - Reston, VA
Competitive Analysis / Price to Win	October 21- Reston, VA
Strategic Bid Pricing	October 22- Reston, VA
Earned Value Management System	October 27 – Reston, VA
Business Development: Strategic Positioning and Tactical Execution	November 4 - Reston, VA
Competitive Analysis / Price to Win	November 18 - Reston, VA
Strategic Bid Pricing	November 19 - Reston, VA

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Competitive Analysis / Price to Win

This seminar imparts a solid basis for understanding the essence of how to do Price to Win in support of the strategic pricing and capture of major government opportunities. Be prepared for an intense day of learning. This seminar exposes participants to the details of CAI/SISCO's comprehensive 3-Phase, 10-Step PTW process, culminating in the application of Delta Margin Gaming to the detailed bottoms-up PTW model. Continental breakfast and a lunch buffet are included.

This professional development seminar is led by CAI/SISCO's President Tony Constable, arguably the most experienced PTW practitioner there is, with over 30 years' experience across more than 1,200 major complex opportunities valued at more than \$1T. Tony will show how to improve your firm's pWin using CAI/SISCO's time-tested 3 Phase, 10 Step PTW process.

This 4-segment, 1-day seminar starts at 8:00 AM and continues to 5:00 PM:

- Segment 1: Introduction to PTW
- Segment 2: PTW Phase 1 - Competitive Analysis & the "Top Down" PTW
- Segment 3: PTW Phase 2 - Developing the Partially Gamed "Bottoms Up" PTW
- Segment 4: PTW Phase 3 - Developing the Fully Gamed PTW

Who should attend: All of those with key roles in the business development and capture process will benefit from this hard-hitting training:

- Capture managers will receive a solution-to-price view of the PTW & opportunity capture environment
- Proposal managers will learn how to "bake" critical PTW-related issues into their proposals
- Strategic bid pricers will get a PTW refresher course and update
- Non-pricing capture participants will gain an appreciation of the PTW and the bid pricer's problems
- Competitive intelligence practitioners will get an overview of the opportunity capture environment with an emphasis on PTW

Strategic Bid Pricing

CAI/SISCO's Strategic Bid Pricing Strategies and Tactics seminar discusses specific aggressive bidding strategies and tactics that may be used to offer a very competitive bid price - yet maximize profits on the resulting contract. Valuable insights and information are provided for those involved in pricing for large-scale bids. These include executives, financial personnel, capture/proposal managers, new business developers and pricing analysts in firms that are bidders on major system integration, technical labor and information technology product procurements. This seminar is a half-day.

This professional development training seminar is led by CAI/SISCO's Strategic Pricing Consultant John Zettler. John has over 25 years' experience supporting captures in the federal marketplace, concentrated on large opportunities in the Intelligence Community, DoD, DHS and Civilian Agencies.

John has served as Director of Pricing, Senior Manager of Strategic Pricing, Program Controller, Divisional Finance Director and Director of Business Operations. His pricing strategies have helped Oracle, Xerox, Verizon Federal, Informix Federal, and Unisys Federal Systems & Global Public Sector win over \$10B in government business.

Approach

This 5-segment, ½ day seminars starts at 8:30 AM and continues to 12:30 PM:

- Segment 1: What is Strategic Pricing
- Segment 2: RFP Review - What's In and What's Not
- Segment 3: Contract Type Specific Strategies
- Segment 4: Integration into Pricing and Proposal Volumes
- Segment 5: Contract Margin Improvement

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Can You Negotiate

This seminar will take participants on a journey through the negotiation process. Many of the largest and most successful federal contractors employ the skills examined in this seminar, which provides insight to techniques and strategies used in successful negotiations; this includes set-up and preparation, fact-finding and the actual bargaining process.

One main element of the course will be to examine the strategic objective needed to have a successful negotiation. The class is structured to provide each individual with the ability to assess his or her skills and participate in live interactive sessions. The exercises will require some “out of the box” thinking and activities that will provide valuable insight on how to conduct a winning negotiation.

The course is for all levels of individuals who are engaged in any negotiation process. It is set up to help the first time negotiator and the seasoned veteran. Often, we establish a “price” or “position” that works for us, but fail to execute it because of our fear of the debate. This course is designed to make all of us comfortable with the aspects and process of negotiations so we can achieve our desired outcomes.

This professional development seminar is led by Larry Rose. His 25 years of experience in the Federal market includes positions with Lockheed Martin, Dynamics Research Corporation and ICF International. His executive level management responsibilities for these companies included critical negotiations with a focus on strategic pricing, capture strategies and teaming agreements which have exceeded the billion-dollar level. With extensive Civil and DOD experience, he has conducted successful negotiations in virtually every sector of the government. This contemporary knowledge is one of the cornerstones of the seminar.

Approach

This 7 segment 1-day seminar starts at 8:30 AM and continues to 5:00 PM and covers:

- What is a negotiation?
- Can YOU do it?
- How is it done?
- What to look for and why?
- What are the different levels and steps associated with the negotiation process?
- The strategy behind negotiations?
- Creating the win-win process

Business Development: Strategic Positioning and Tactical Execution

This seminar provides specific strategies for government technical service and system bids. Whether employed by a novice or a seasoned professional, these strategies result in a thoroughly improved competitive position and a higher win rate. Each strategy and technique are described, justified and rationalized in terms of the long-range view of winning government business.

This professional development training seminar is led by Ray Bevacqua. His 25-year background includes executive business development management, marketing, and sales positions with Computer Sciences Corporation, SAIC and The Boeing Company. With both Civil and DOD experience and wins in virtually every sector of the government, he brings real-world experience to the seminar.

Approach

This 5-segment, 1-day seminar starts at 8:30 AM and continues to 5:00 PM:

- Segment 1: Account Planning
- Segment 2: Institutional Business Development
- Segment 3: Using Outside Data Sources
- Segment 4: Capture
- Segment 5: Post-Submit

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Earned Value Management System

Increasingly, federal agencies are turning to Earned Value Management System (EVMS) as a pre-award investment analysis and post-award performance monitoring tool. CAI/SISCO's Earned Value Management Systems (EVMS) seminar teaches concepts, theory, and practical applications in today's project management environment. Simply put, Earned Value is a set of good business practices for managing and controlling project performance. During this one-day seminar, our instructor guides you through each stage of running an effective EVMS: organizing the project work; budgeting and planning for performance management; accumulating performance data; monitoring project performance; maintaining the project baseline; and assessing project performance via data analysis.

This professional development training seminar is led by Basil Soutos. His experience includes over 20 years with EVMS implementation on large \$500M + programs in DoD, Civil, and the Intelligence Community. He has facilitated more than 50 NRO, NGA, and Contractor Integrated Baseline Reviews (IBRs), Contract Implementation Reviews (CIR), EVMS Surveillance Reviews and DCMA Reviews. Having provided EVM basics and advanced training (1 to 3 Day Course) to over 4,000 students at NGA and NRO, Basil has the practical and technical knowledge required to present this detailed seminar.

Approach

This 7-segment, 1-day seminar starts at 8:30 AM and continues to 5:00 PM:

- Segment 1: Today's EVMS Environment
- Segment 2: Organizing the Project
- Segment 3: Budget, Planning, & Schedule Management
- Segment 4: Work Authorization
- Segment 5: Monitoring Project Performance
- Segment 6: Controlling/Maintaining the Baseline
- Segment 7: Reporting/Analysis of Performance Mgmt Data

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