

**Black Hat:** Apta will work with you to anticipate competitor win strategies by assessing which companies are strong where you are weak. Such assessments become extremely powerful in deciding whether to give up a portion of revenue, by teaming with a creditable partner.

**Key Goals:**

- To emulate your competitors and predict how they will bid.
- Position yourself so that you can counter your competitors' strategies.

**Pink Team:** Apta will work with you to assess whether the draft proposal is compliant with the RFP sections and is properly balanced in terms of solution/strategy. The purpose is to document problems and make improvement recommendations.

**Key Goals:**

- To validate the draft proposal for compliancy with the buyers requirements.
- Are the 'win themes' communicated?
- Is the solution balanced with the overall strategy?

**Red Team:** Apta will work with you to review the final RFP draft and to predict how the buyer will score the proposal. Apta would strongly recommend the same people be used on the Pink and Red Teams. The purpose is to review the second draft and document problems, issues, and recommendations for improvement.

**Key Goals:**

- Is the final proposal complete?
- Does the final proposal make sense and answer the buyers' requirements?
- Is the final proposal customer focused?
- To position yourself so that you can counter your competitors strategies.