

Bid and Proposal Jargon Buster

NOTE: some organisations differentiate between a bid and a proposal - for the purposes of this document, they are synonymous and mean a formal offer of sale to a customer.

Term	Similar/related terms	Definition
Abbreviation		A short form term; for example, Dept = Department; other than for abbreviations in daily use (such as Mr, Ms, Dr) always expand the abbreviation the first time it is used and show the short form in brackets – Department (Dept)
Action caption	Figure number; graphic title	A key message positioned below a graphic title giving a benefit or value statement; the reason for including the graphic
Acronyms		A word or set of letters acting as a short form term; for example, SME = Small Medium Enterprise or Subject Matter Expert; always expand the acronym the first time it is used and show the short form in brackets – Subject Matter Expert (SME)
Advantage	Benefit	A result or outcome arising from a feature of a product or service that the customer may or may not care about; an advantage becomes a benefit once matched to a customer need
Annotated outline	Document structure; content plan; storyboard; outline	A high-level structure for a document showing sections and including notes in each section to guide authors on, for example, customer requirements to address and key messages to include
Award criteria	Evaluation criteria; selection criteria	In the public sector, there are often two stages in a procurement - the Selection Stage (where basic facts and figures are checked) and the Award Stage (where more detail is assessed); award criteria are the basis on which a customer will select a supplier in the second stage
Benefit	Value; Advantage	A result or outcome arising from a feature of a product or service that the customer definitely cares about; benefits are ideally quantified, meaning there is a measure or metric attached to the result or outcome
Best and Final Offer (BAFO)		A document presented by a supplier to a customer as part of a formal procurement process giving the best overall deal

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Bid/Proposal Manager		A role responsible for managing the development of a bid or proposal to a customer usually in response to a formal request; usually covers the time from the arrival of the request from the customer to the time of submission of the final document in the procurement process; may get involved earlier in some organisations
Bid/No-Bid	Go/No-Go; qualification; gate	A gate in a process where a decision is made to proceed with development of a bid/proposal based on a series of qualification criteria
Bid/Proposal management plan		A schedule or timeline (possibly in a tool such as Microsoft Excel or Project) showing who need to do what and when to develop the bid/proposal within the available time
Bid/proposal team		A dedicated or virtual function in a business responsible for developing bids/proposals
Bid/proposal strategy	Win strategy; win themes	The approach to making the bid/proposal compelling by showing how it is better than and different from the competition
Bid/proposal strategy review	Content plan review; storyboard review	A review to check and improve the structure and planned content of a bid/proposal
Bid/proposal writer		A role responsible for developing content
Bidder Comparison Matrix	SWOT	A technique for prioritising customer hot buttons (business drivers) and assessing the relative positioning of the supplier and the supplier's competitors with reasons why; the result provides a picture of strengths and weaknesses to inform a capture planning, win strategy and bid/proposal content
Black (hat) review	Competitor analysis; competitor strategy review	A review where the supplier emulates its competitor(s) and consider their win strategy and how they will be planning to win; involve people who have knowledge of the competitor

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Boilerplate	Reusable content	Content (text and/or graphics) that is already written and describes common aspects of an offering, for example an approach to risk management; helpful to reduce bid/proposal development time on routine sections; always use with care and tailor to each question to avoid appearing lazy
Bottom-up pricing/costing	Top-down pricing	Formulating a price based on a detailed assessment of the costs of all the components parts of an offer plus a margin; often results in several layers of contingency, a conservative cost and a high price
Call-out	Emphasis device	A short quotation or message separate from the main text of a document to draw attention; typically has white space around it; often in a margin; may be in a box
Capture plan	Pursuit plan; opportunity plan	A sales plan to improve the probability of winning; contains qualification information and actions to advance the supplier's position with the customer; feeds into the bid/proposal strategy
Capture ratio	Win rates; conversion ratio	A comparison of the value of bids/proposals won to those submitted expressed as a percentage
Case study	Past performance; track record	A description of a completed project explaining the customer's original situation and problems (often call the Challenge), the work performed (often called the Solution) and the outcomes (often called Results or Benefits); ideally the customer is named and provides a quotation (testimonial) and approval to publish; for sensitive or unapproved projects, cases studies can be anonymised
Character limit/cap	Page limit/cap; word limit/cap	The maximum number of characters the customer will accept in a part or the whole of a bid/proposal

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Clarification questions		Questions from a supplier to a customer requesting further information or resolving an ambiguity in the customer's formal procurement documentation; usually asked during a defined time window and often (always in public sector) circulated to all potential suppliers; generally not used to ask sensitive or strategic questions unless carefully considered and designed to deliberately raise fear, uncertainty and doubt in the customer's and/or competitors' minds
Colour reviews	Reviews	Reviews built into a bid/proposal process to discuss and agree key decisions and actions; typically include win strategy review (blue), competitor strategy review (black), content plan review (pink), internal deal review (gold), final document review (red) and lessons learnt (white); companies may choose their own colours; the bid/proposal industry is moving away from colours and using names instead
Competitive Dialogue	Public procurement regulations	A "procedure" (approach) for procurement in the public sector used for complex solutions when the customer is not clear about their requirements; the requirements are developed iteratively through discussion with suppliers; negotiation is allowed, including with preferred bidder after final bids/proposals
Competitive Procedure with Negotiation	Public procurement regulations	A "procedure" (approach) for procurement in the public sector where evaluation criteria and basic requirements are fixed but negotiation can take place after initial bids/proposals are received
Compliant		The ability to meet all the customer's stated requirements and instructions

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Compliance matrix	Response matrix; requirements checklist	A table (provided by the customer and/or developed by the supplier) listing all the customer's tender instructions in one column, with confirmation of the supplier's ability to comply in another column; there may be further columns for comments and/or referring to a document and/or section; compliance may be full, partial or not at all; it is best practice to return a compliance matrix to the customer to help them navigate the bid/proposal
Consortium		A group of companies that work together to jointly bid to win a contract; the consortium is likely to have to form a legal entity with all parties being liable, or one company will need to front the contract (which effectively makes the legal arrangement a prime contract with subcontractors); the customer could agree to form a contract with each party, but this is not attractive to the customer
Content plan	Document structure; storyboard; mock-up; outline; annotated outline	A method of showing the intended written or visual content of a document or section in note form before the actual words or graphics are developed
Content plan review	Storyboard review; bid/proposal strategy review	A review to check and improve the structure and planned content of a bid/proposal
Contract Award Notice	Public procurement regulations	Publication of an intent to award a contract
Contract Notice	Public procurement regulations	Publication of a notice advertising a new requirement and its associated procedure
Contingency		Any resource (for example, time, money or people) set aside in a plan to cater for unforeseen circumstances that may cause a delay or overrun; when developing a bid/proposal, 10% is advised
Conversion ratio	Win rate, capture ratio	A comparison of the number of bids/proposals won to those submitted expressed as a percentage

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Core team		A small team comprising leaders of key functional disciplines appointed to support the bid/proposal manager to lead their workstreams throughout the bid/proposal development
Critical drivers	Hot buttons; motivators	The most important influences on a customer's decision to undertake a project and favour one supplier over another; they may be emotional and/or logical; they typically relate to motivators (objectives)
Customer-focused writing		A style of writing that focuses on the customer's objectives and desired outcomes; includes mention of the customer by name at least as often as the supplier's name; explains quantified benefits
Daily stand-up (meeting)	Checkpoint	A regular, short checkpoint meeting held by the bid/proposal manager with the bid/proposal team to confirm everything is proceeding according to the plan and identify problems arising; problems should be dealt with offline from this meeting with the relevant people and not during the meeting
Differentiator		A generic term to define a fact or a message that sets a supplier apart from its competitor(s)
Discriminator		A specific bid/proposal term to define a fact or message that is, ideally, uniquely different from the competitor(s) and is relevant to the customer; a positive discriminator is a strength in the eyes of the customer; a negative discriminator is a weakness in the eyes of the customer
Document format		The design of a bid/proposal document in terms of, for example, layout, branding, colours and fonts
Document structure	Outline	The structure of a bid/proposal document in terms of key sections and sub-sections
Dynamic Purchasing System	Public procurement regulations	A purely electronic system for purchasing common goods; anyone may apply at any time

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Economic operator		Typically seen in public sector tender documentation referring to the legal entity that will sign a contract
Electronic auction (eAuction)	Public procurement regulations	An online auction as a single step or a final step after evaluation of bids/proposals
Emphasis device	Call-out	A way of drawing attention to a message in a document; can be a different font (bold, italic) or a separate piece of text such as a call-out
European Single Procurement Document (ESPD)	Public procurement regulations	A formal electronic statement (alternative to a PQQ) by a supplier stating that relevant grounds for exclusion do not apply, relevant selection criteria are fulfilled and supporting information is available; not well-established across the UK
Evaluation criteria	Selection criteria; award criteria	The basis on which a customer will select a supplier; in public sector, it is mandatory to publish the evaluation criteria; in the private sector it is not
Evidence	Proof point	Facts or figures from independent sources or auditable sources that support claims in a bid/proposal; for example, case studies, testimonials, research results and third party reports
Executive summary/overview	Management summary; management overview	A brief document explaining how and when the supplier will fulfil a customer's stated requirements, the value they will bring and why they should be selected; an executive summary is a standalone, business- and customer-focused document that should guide the story of the rest of the bid/proposal; it is written by the salesperson as an input to the bid/proposal process
Expression of Interest	PQQ; RFI	An early step in a procurement process asking suppliers to confirm their interest in supplying products and/or services for a project
Feature		A fact or figure about a product or service

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Figure number	Action caption; graphic title	The number of a graphic; usually sequential throughout a bid/proposal (1, 2, 3...); in a large bid/proposal, figure numbers may be sequential within a volume (1.1, 1.2...2.1, 2.2...); figures in an Executive Summary are not numbered to retain the integrity of the numbering in the main body of the bid/proposal
Final document review	Red (team) review	A key review to check the bid/proposal is compliant, high-scoring, compelling and professional; schedule between 10-20% before the submission deadline
Framework Agreement		A contractual arrangement whereby one or more suppliers are pre-selected and terms are agreed allowing products or services to "called off" or "mini-competitions" held to select a supplier from the pre-selected pool
Freedom of Information Act (FoIA)		A UK Act of Parliament (2000) that creates a public "right of access" to information held by public authorities; bids/proposals are subject to the FoIA unless a supplier specifically excludes information with a valid reason; blanket "confidential" statements do not work
Gate		A decision point in a process where approval is given to proceed or halt
Ghosting		A way of drawing attention to an unnamed competitor's weakness, for example by giving a balanced argument as to why their design or approach is inferior
Gobbledygook		Language that is meaningless or is made unintelligible by excessive use of technical terms; avoid gobbledygook in bids/proposals unless certain that the whole audience
Go/No-go	Bid/No-bid; qualification; gate	A gate in a process where a decision is made to proceed or halt based on a series of qualification criteria
Go probability/Probability of Go		The likelihood of a customer project or procurement going ahead; based on an assessment of the level of commitment of money and resources and the approval process

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Graphic		Any visual device in a bid/proposal document that complements or replaces text, for example photos, diagrams, graphs; graphics must be relevant and not simply they to look attractive
Graphic title	Action caption; figure number	A comprehensive description of a graphic placed after the figure number and above the action caption
Gross Margin		Different between proposed price and the cost of products or services bought in. Sometimes there is a synthetic “cost” of internal services that is also taking into this calculation.
Hot buttons	Issues; motivators; critical drivers	The most important influences on a customer's decision to undertake a project and favour one supplier over another; they may be emotional and/or logical; they may relate to issues to solve or motivators (objectives)
Indefinite Delivery - Indefinite Quantity (IDIQ)	Framework agreement	A US term for a contract commitment to buy an undefined quantity of goods or services over a fixed period
Informative heading	Telegraphic heading	A heading containing an expanded definition of the content to follow; akin to a headline; for example "Delivering your project to time, cost and quality"
Innovation Partnership	Public procurement regulations	A "procedure" (approach) for procurement in the public sector used to select one or more partners to develop products or services not currently available in the market; selected suppliers may sell developed products or services without further competition; evaluation criteria and basic requirements are fixed; suppliers can be reduced as a result of negotiation; no negotiation is allowed after receipt of final bids/proposals
Intangible value	Value; tangible value	A result or outcome that is important but cannot be measured, such as confidence that a supplier will deliver on time
Invitation to Tender (ITT)	RFP; RFQ	The term for a customer procurement documentation set instructing suppliers what the customer wishes to purchase and how to respond; in public sector, it will include evaluation criteria, which are optional in the private sector

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Issues	Hot buttons	The problems a customer is trying to solve through a project
Jargon		Words or expressions used by a profession or group that are difficult for others to understand; avoid jargon in bids/proposals unless certain that the whole audience understands
Kick-off meeting		A briefing arranged by the bid/proposal manager to inform everyone involved in developing the bid/proposal about the what, why, when, where and how; typically scheduled 10-20% of the way through the time available to respond after full qualification and preparation have been conducted
Lessons learnt	Win/Loss Review	An important review after submission of a bid/proposal to consider what went well and what could have been improved; also a de-brief with the customer after the decision - whether won or lost
Lowest price technically acceptable (LPTA)		A customer evaluation approach and/or a supplier win strategy based on a solution that meets all mandatory requirements for the cheapest price
Management summary/overview	Management summary; management overview	A brief document explaining how and when the supplier will fulfil a customer's stated requirements, the value they will bring and why they should be selected; an executive summary is a standalone, business- and customer-focused document that should guide the story of the rest of the bid/proposal; it is written by the salesperson as an input to the bid/proposal process
Mark-up	Margin; cost; price	The amount added to a cost by a supplier to arrive at the price; the percentage mark-up is the amount divided by the cost, for example: Cost = £80 Price = £100 Mark-up = £20 Mark-up % = 25%
Margin	Mark-up; cost; price	The amount added to a cost by a supplier to arrive at the price; the percentage margin is the amount divided by the price, for example: Cost = £80 Price = £100 Margin = £20 Margin % = 20%
Mirroring		Reflecting the same characteristics in bid/proposal as found in the customer's documents; for example, numbering, terminology, style and spelling

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Mock-up		An accurate representation of a final document or section showing the conceptual positioning of words and graphics
Most Economically Advantageous Tender (MEAT)		A method of evaluation bids/proposals by a combination of price/cost and quality; the cost may be the suppliers price plus other internal factors; there is increased focus on life-cycle costs; abnormally low prices can be queried
Motivators	Hot buttons	The objectives (goals, aspirations) behind a project
Non-compliant		The term to describe a bid/proposal that fails to meet one or more mandatory customer instructions or requirements; may lead to elimination from a competition
OJEU (Official Journal of the European Union)		The official source of all customer tenders within the European Union above a set threshold (check the internet for the latest values as they can change and vary by contract type and industry)
One voice		Editing bid/proposal content to create a consistent style and tone
Opportunity plan	Capture plan; pursuit plan	A sales plan to improve the probability of winning; contains qualification information and actions to advance the supplier's position with the customer; feeds into the bid/proposal strategy
Open Procedure	Public procurement regulations	A "procedure" (approach) for procurement in the public sector where any company can apply, there are no negotiations and the top score wins first time
Outline	Document structure; storyboard; mock-up; outline; annotated outline	A high-level structure for a document showing sections and sub-sections
Over-answering		Including more information in a bid/proposal than the customer has asked for and/or is necessary to address the point
Page limit/cap	Word limit/cap; character limit/cap	The maximum number of pages the customer will accept in a part or the whole of a bid/proposal

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Past performance	Track record; case study	One or more examples of where a supplier has performed the same, similar or relevant work in the past
Peer review		A method of checking for content completeness, accuracy and relevance by getting a colleague in the same- discipline to review and provide feedback
Plain English		A writing standard focused on straightforward language without ambiguity that is easy to read and understand
Pre-Qualification Questionnaire (PQQ)	RFI	A step in a formal procurement to gather basic company information to assess suitability for inclusion in the next steps of a competition
Price Framing		Providing alternative prices, commonly a high price, a low price and the mid-price (which is the price the supplier wants the customer to accept); use with caution in a proposal – do not confuse the customer and do not use if the customer is evaluating on a fixed price basis
Price to Win		A guide price, part of a win strategy, designed to be highly attractive to the customer, appropriate to beat the competition and acceptably profitable to the supplier
Price vs Cost		Price is the amount a supplier charges a customer for a product or service; cost is the amount the supplier has to pay for the product or service
Prime contractor		A supplier that forms a contract with a customer but is reliant on other parties (subcontractors) to deliver the solution
Prior Information Notice (PIN)	Public procurement regulations	Publication of an intent to procure in the future; may request information from suppliers (not part of shortlisting)
Proactive bid/proposal	Unsolicited bid/proposal	A bid/proposal prepared and submitted without a request from the customer
Production Manager		A person responsible for compiling and printing (if necessary) a bid/proposal
Proof Point	Evidence	Facts or figures from independent sources or auditable sources that support claims in a bid/proposal; for example, case studies, testimonials, research results and third party reports

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Proof-reading	Quality assurance	Reading one's own or someone else's written content to check for errors
Proposal Strategy Statement	Content plan; storyboard; win strategy; win theme	An internal note (often included in a content plan or storyboard) to guide a writer what to include to express a win strategy specifically how to emphasise a strength, mitigate a weakness, highlight a competitor weakness or downplay a competitor strength
Public Procurement Regulations (UK, 2015)		The rules of public sector procurement including European law and local requirements
Pursuit plan	Capture plan; opportunity plan	A sales plan to improve the probability of winning; contains qualification information and actions to advance the supplier's position with the customer; feeds into the bid/proposal strategy
Qualification	Bid/No-Bid; Go/No-Go	A continuous process of finding and analysing information about the customer, competitors and company capability to inform decisions about whether to proceed or halt; includes information about money, time, solutions
Quality assurance (QA)	Proof-reading	Checking a document for errors of any nature
Quantified benefit	Tangible value	A result or outcome that can be measured
Question and Answer (Q&A)		A style of customer procurement documentation that asks a series of questions to which the supplier must respond
Readability		The ease with which writing can be understood; may be measured by an established benchmark, such as Flesch Kincaid.
Red (team) review	Final document review	A key review to check the bid/proposal is compliant, high-scoring, compelling and professional; schedule between 10-20% before the submission deadline
Request for Information (RFI)	PQQ	The term for a customer procurement documentation set asking suppliers to provide basic information; may be the first step in a formal procurement process or an informal step to understand possibilities

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Request for Proposal (RFP)	RFQ; ITT	The term for a customer procurement documentation set instructing suppliers what the customer wishes to purchase and how to respond; in public sector, it will include evaluation criteria, which are optional in the private sector
Request for Quotation (RFQ)	RFP; ITT	The term for a customer procurement documentation set instructing suppliers what the customer wishes to purchase and how to respond; in public sector, it will include evaluation criteria, which are optional in the private sector
Requirements checklist	Compliance matrix; response matrix	A table developed by the supplier listing all the customer's tender instructions
Response matrix	Compliance matrix; requirements checklist	A table developed by the supplier listing where the bid/proposal addresses all the customer's tender instructions
Responsive		The term to describe a bid/proposal that demonstrates an understanding of the customer's underlying business objectives and desired outcomes
Restricted Procedure	Public procurement regulations	A "procedure" (approach) for procurement in the public sector where companies are pre-qualified through a process that leads to a shortlist of companies who are invited to submit a bid/proposal; there are no negotiations and the top score wins
Return on Investment (RoI)	Value proposition	The value or quantified (measurable) benefits that a customer will derive as a result of making a financial outlay
Reusable content	Boilerplate	Content (text and/or graphics) that is already written and describes common aspects of an offering, for example an approach to risk management; helpful to reduce bid/proposal development time on routine sections; always use with care and tailor to each question to avoid appearing lazy
Reviews	Colour reviews	Forums built into a bid/proposal process to discuss and agree key decisions and actions; typically include win strategy, competitor strategy, content plans, internal deal, final document and lessons learnt

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Selection criteria	Evaluation criteria; award criteria	The basis on which a customer will select a supplier; in public sector, it is mandatory to publish the evaluation criteria; in the private sector it is not; note that in the public sector, a Selection Stage may be a first step checking basic facts and figures (like a PQQ)
Small Medium Enterprise (SME)		A company whose profile conforms to the EU definition; as a rule of thumb, below 200 employees and less than £50m turnover
So what?	Benefit	A technique to drill down to the benefit of a feature; "so what" does it mean to the customer?
Solicited bid/proposal	Unsolicited bid/proposal; proactive bid/proposal	A bid/proposal requested by a customer
Standstill Period	Public procurement regulations	A ten-day period after a Contract Award Notice has been published allowing time for other bidding suppliers to dispute the decision
Statement of Work (SOW)	Work Breakdown Structure (WBS)	A formal document (often a contract schedule) describing the tasks, duties and deliverables of a supplier or subcontractor
Storyboard	Document structure; content plan; mock-up; outline; annotated outline	A method of showing the intended written or visual content of a document or section in note form before the actual words or graphics are developed
Storyboard review	Content plan review; bid/proposal strategy review	A review to check and improve the structure and planned content of a bid/proposal
Storytelling		Thinking about a bid/proposal as a story with a beginning, middle and end
Style Sheet		The standards and conventions to be used in a specific document in terms of format and terminology
Subcontractor	Prime contractor; consortium	A supplier that is contracted by another supplier to help deliver a product or service

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Subject Matter Expert (SME)		A person who is expert in their field; often required to contribute to specialist content for a bid/proposal
SWOT analysis	Bidder comparison matrix	A general purpose method of assessing a competitive position by considering Strengths, Weaknesses, Opportunities and Threats; in a bid/proposal scenario it is important to focus on Opportunities being competitor weaknesses and Threats being competitor strengths
Tangible value	Value; intangible value; quantified benefit	A result or outcome that can be measured
Teaming partner		A general description for any supplier that works with another supplier to jointly bid for and deliver a solution
Telegraphic heading	Informative heading	a heading comprising one or two words indicating the topic area to follow; for example, "Solution" or "Project Management"
Tender	Bid; proposal	Another term for a bid or proposal
Theme statement		A statement that includes the customer name (usually first) and a quantified benefit linked to a discriminating feature; theme statements may be used at the beginning of a section, as an action caption and as a call-out
Top-down pricing	Bottom-up pricing and costing	Formulating a price based on an assessment of the customer's budget and evaluation criteria, the competitors' pricing strategies and the supplier's financial requirements; best determined early; may be given as a guide to those creating bottom-up costs
Total cost of ownership (TCO)		The total cost of all components of a solution over a set period of time; may include external and internal costs, capital and operating expenditure and risk
Track record	Past performance; case study	One or more examples of where a supplier has performed the same, similar or relevant work in the past
Unsolicited bid/proposal	Proactive bid/proposal	A bid/proposal prepared and submitted without a request from the customer

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Value	Benefit; quantified benefit; tangible value; intangible value	A result or outcome arising from a feature of a product or service that the customer definitely cares about; the difference between the price the customer pays, and the result or outcome achieved; value is ideally quantified, meaning there is a measure or metric attached to the result or outcome
Value proposition	Quantified benefit; return on investment; tangible value; intangible value	The tangible and intangible benefits the customer will realise as a result of making a financial outlay, usually connected to a timeframe; a proposal term for text or a graphic that states the return on investment for a whole or a part of a solution; typically, a value proposition includes the solution, the customer investment, the payback and the timeframe.
Voluntary Ex-Ante Notice (VEAT)	Public procurement regulations	Publication of an intent to award a contract without competition (under certain conditions); if not challenged during a waiting period of at least 10 days, the contract can be concluded and no longer be challenged
Win/Loss Review	Lessons learnt	A formal de-brief with the customer after the decision - whether won or lost - to identify lessons learned and improve future bids.
Win probability/Probability of Win (PWin)		The likelihood of a supplier winning a contract; based on an assessment of a series of qualification criteria
Win rate	Conversion ratio; capture ratio	A measure of success in winning business
Win strategy	Qualification; price to win	How a supplier intends to convince a customer to choose its solution over the competitors; usually the price, solution and approach to delivering the product or service combined with how much the customer likes and has confidence in the supplier
Win strategy review		A review to check and improve the win strategy
Win themes	Win strategy; bid/proposal strategy	The messages built into a proposal that will show the customer how the supplier is different from and better than the competition; collectively they reinforce a compelling story

Bid and Proposal Jargon Buster

Term	Similar/related terms	Definition
Word limit/cap	Page limit/cap; character limit/cap	The maximum number of words the customer will accept in a part or the whole of a bid/proposal
Work breakdown structure (WBS)	Statement of work (SOW)	A hierarchical chart showing the work to be undertaken on a project and who will do each part; relevant when more than one party is delivering a solution