



Capabilities Briefing

2024



About Us

Red Team Consulting, LLC (Red Team) is a strategic growth consultancy that helps companies scale in the government contracting market. Over our 20+ years, we've helped thousands of companies achieve their growth targets with our full lifecycle business development, capture, proposal development, pricing, and training services. With our support, our clients continue to beat their fiercest competitors, diversify their portfolio of customers, and achieve their financial goals.



Established in March 2004.



Headquartered in Northern Virginia with virtual offices across the country.



Thousands of government contracts secured. Billions in Federal revenue generated.



1,000+ clients ranging from small businesses to large systems integrators and consulting firms across many industries.



Core services: Growth Strategy, Capture Strategy, Proposal Development, and Training.



Clients across the US and overseas.

Growth Framework

Red Team's Growth Framework has driven growth at organizations of all shapes and sizes. This framework is a top-down approach of defining the strategy and growth objectives upfront, then building a pipeline of opportunities that support growth goals.

Opportunity capture activities are always focused on improving the chances of winning the bid and include such tasks as win strategy development, competitive assessment, teaming strategy, and solution development.

While the capture phase is focused on developing the winning strategy, the proposal phase is the implementation of that strategy in a compliant, compelling proposal.

Once a contract is won, excellent delivery and execution will drive future growth organically. Solutions developed in delivery may result in the organization refining its growth strategy to enter new markets or capability areas.



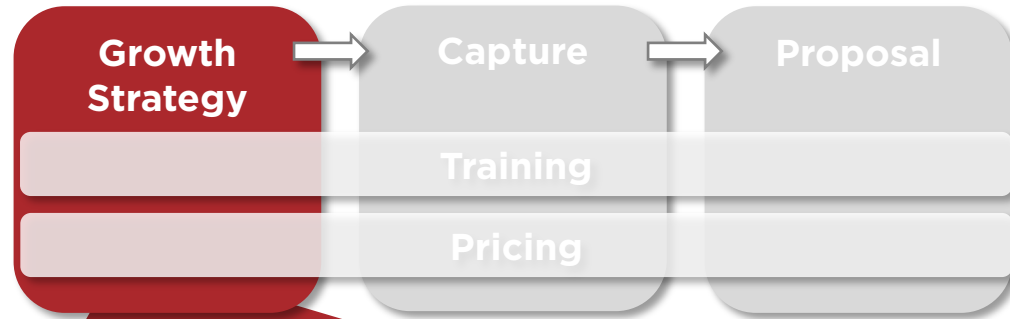
Our Capabilities

Red Team Consulting strives to develop a deep relationship with each client to learn more about their unique growth story, which helps us to understand where we can provide the most value. For some organizations it's best to start with training, while other companies want to start with strategic growth efforts, and others need immediate proposal support. No matter the need, Red Team Consulting is always at the ready to help our clients achieve their growth objectives.



Growth Strategy

When it comes to planning for growth in the federal market, Red Team knows the key is to plan from the top-down – developing a corporate strategy and comprehensive goals, then specifying top-level growth strategies for new markets, accounts, and opportunities. Our growth planning expertise integrates our knowledge of the ever-evolving landscape of federal budget, acquisition policy, and competition with our client’s capabilities, experience, and strategic goals. Our experience winning billions of dollars in federal contracts demonstrates our ability to help clients plan for their eventual success.

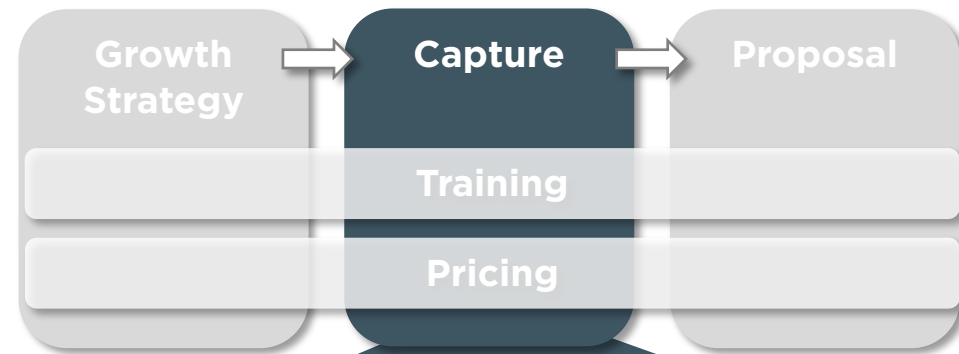


Growth Strategy Services

- ✓ Strategic Mission Planning
- ✓ Growth Strategy Development
- ✓ Market Diversification
- ✓ Account Strategy
- ✓ Pipeline Development
- ✓ Competitive Landscape Assessment
- ✓ Teaming Strategy
- ✓ Business Development Organization and Process Review
- ✓ M&A Advisory Support

Capture Strategy

Red Team's capture approach focuses on building a win strategy that is dynamic and specific to the evaluation criteria for each individual contract opportunity. Information we gather about the customer, opportunity, competition, and our client's own capabilities may drive changes in strategy or alter a bid decision. We are intentionally flexible to change actions or pursue new paths based on the information we gather throughout the capture process to put our clients in the best position to win.

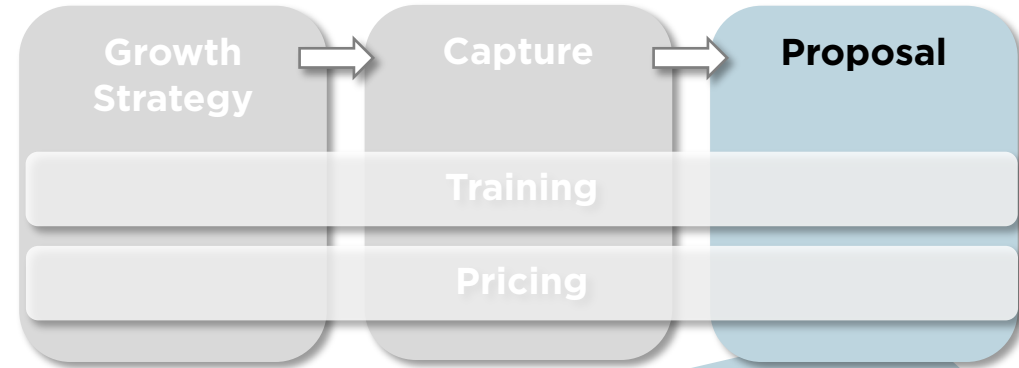


Capture Services

- ✓ Conduct Customer and Opportunity Research
- ✓ Develop a Call Plan
- ✓ Refine Win Themes and Strategies
- ✓ Perform Competitive Analysis
- ✓ Assemble a Winning Team
- ✓ Determine the Pricing Strategy and Price-to-Win
- ✓ Lead Capture Management
- ✓ Review Capture Process and Organization Structure
- ✓ Lead Capture Analysis
- ✓ Make Effective Bid/No-Bid Decisions
- ✓ Scoring Analysis for GWAC/IDIQ
- ✓ Capture Coaching

Proposal Development

Red Team's proposal development consultants are some of the best in the government contracting industry. Our staff members have won some of the largest mission-critical opportunities for our clients. We're careful to screen our proposal consultants to make sure we always match their capabilities and work style to our client's culture and needs, and we reinforce a relentless focus on quality and winning. Our proposal consultants bring a wide range of skills and experience. This allows us to ensure excellence across various clients and engagements while also being flexible and able to adapt to any proposal development scenario or process.



Proposal Services

- ✓ Proposal Management
- ✓ Proposal Coordination
- ✓ Writing
- ✓ Editing
- ✓ Graphics
- ✓ Pricing
- ✓ Proposal Reviews
- ✓ Desktop Publishing
- ✓ Production
- ✓ Orals Coaching
- ✓ Technical Challenges

Training

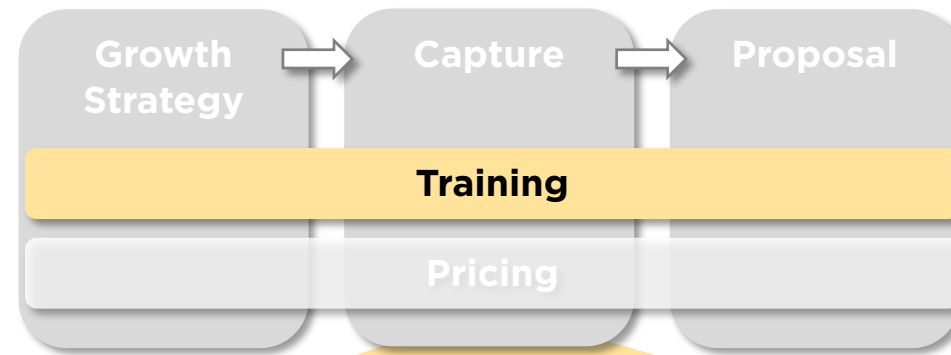
Red Team provides corporate training in all the areas in which we deliver support. Our instructors take an interactive approach by creating an engaging atmosphere with discussion, exercises, and small group breakouts.

Our corporate training topics, modules, and activities can be customized to accommodate your team's individual needs and levels of expertise.



Red Team Consulting is a proud APMP ATO

We believe that when individuals are afforded the opportunity to develop their skillset through training our entire industry benefits.



Growth Strategy

- ✓ BD Planning
- ✓ Growth Goals
- ✓ Account Planning
- ✓ Pipeline Development
- ✓ Client Relationships
- ✓ Opportunity Qualification

Capture

- ✓ Bid/No-Bid Decisions
- ✓ Influencing the Opportunity
- ✓ Win Strategy
- ✓ Win Themes
- ✓ Competitive Analysis
- ✓ Teaming Strategy
- ✓ Solution Development
- ✓ Transitioning from Capture to Proposal

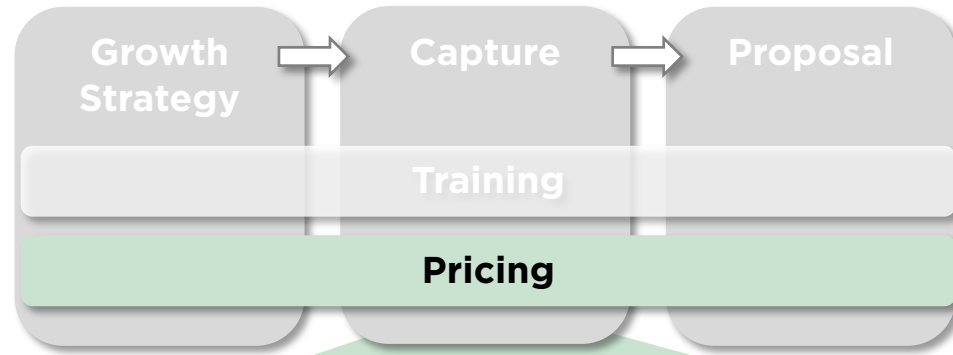
Proposal

- ✓ Proposal Process
- ✓ Proposal Planning
- ✓ Writing Process
- ✓ Writing Style
- ✓ Graphics
- ✓ Pricing Strategy
- ✓ Proposal Reviews
- ✓ Oral Presentations
- ✓ Process Improvement

Pricing

Our pricing support spans all phases of the growth life cycle, from corporate pricing strategy through individual bid strategy and price volume development.

Red Team provides customized cost and price consulting services, tailored to the requirements of each opportunity, competitive landscape, and our client's cost infrastructure. Red Team's expertise looks at both internal and external price factors to ensure that our clients will remain profitable while beating the competition.



Growth Strategy

- ✓ Wrap Rate Analysis
- ✓ Indirect Rate Assessment

Capture

- ✓ Price to Win and Competitive Rate Analysis
- ✓ Price and Reality Modeling
- ✓ Price Strategy and Game Theory
- ✓ Probable Cost Analysis

Proposal

- ✓ Price Model development
- ✓ Price Volume leadership
- ✓ Cost/Price Realism and Reasonableness analysis
- ✓ Price Narratives

Our Clients

With direct support and guidance from Red Team Consulting, our clients have had many successes. Below are just a few of the many clients we've supported:



MAXIMUS

Optum

SeKON



QINETIQ



noblis

Red River

verizon



NTT DATA

SCHEIDT & BACHMANN



Client Accolades



"We are well above our targeted wins this year. The Red Team team has been INSTRUMENTAL in our success!"



"We've relied on Red Team's expertise in the federal market for over 10 years. Their professionalism and knowledge of federal RFP processes has been a key ingredient to our success. The partnership has been invaluable."



"We could not have done it without Red Team Consulting. The support provided by your management and consultants was excellent...Overall, great job with the cadence and attention required to get the proposal complied, completed, and out the door (even with the last-minute Government postponement). We would recommend your company moving forward and will keep you in mind for future efforts."



"I couldn't be happier and more grateful to Red Team for providing us with such an incredible resource on such short notice. And of course, you will be getting repeat business from us as we continue on our aggressive growth path."



Our Core Values

- ✓ We advise our clients with honesty, regardless of the outcome.
- ✓ We put the success of our clients, consultants, colleagues, and community above all else.
- ✓ We create a collaborative environment for curiosity and open-mindedness to thrive.
- ✓ We lead with compassion and serve everyone with empathy, respect, and care.
- ✓ We transform the mundane into exciting.



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