

Qualification Checklist

Whatever opportunity you are applying for, always read and analyse the requirements, instructions, and evaluation criteria - thoroughly. Then apply these basic rules of qualification just as you would for anything else. You should consider:



PROSPECT Do you understand the organisation and the people buying?



EMOTION Do the buyers know you and like you, and your offering?



EVALUATION Is the technical/cultural/price ratio favourable?



NEED Do you understand the objectives and requirements?



TIMING Can you meet the bidding and delivery timetables?



MONEY Can you supply within the budget and make a profit?



SOLUTION Do you have a strong candidate/team and evidence?



COMPETITION Do you know and can you beat the competition?



ORIGINALITY Why are you different and better than the others?