**How Proposal Bidders Can Differentiate Themselves from the Competition**

* Experience
* Reputation
* Education of executive team
* Specific set of services offered (skill set)
* Internal systems
* Tools and technology used
* Delivery methods (work process)
* Accomplishments (especially as cited by third-party sources)
* Prior relationship with customer/client
* Special category (ex., female, minority, U.S.-based)
* Systems expertise (can manage subcontractors)