

GO / NO GO FORM 2025

WESTON & SAMPSON · PROJECT PURSUIT

I have read the RFP in its entirety. Only complete this form if you can answer in the affirmative.
Marketing cannot guarantee support for proposals with less than a 2-week lead time.

OPPORTUNITY

CLIENT

PROPOSAL DUE

COMPLETED BY

DATE

QUESTION	MAX	Y / N	POINTS	NOTES AND EVIDENCE
SECTION A · QUALIFICATION MINIMUMS				
1 We meet all the minimum and comparative evaluation criteria. (Demonstrate at Kickoff) <i>"No" answer is automatic No Go.</i>	GATE	☐		
2 We can commit the time and attention to complete the proposal within the agreed upon schedule and be responsive (no vacations or conferences) throughout the process. <i>"No" answer is automatic No Go.</i>	GATE	☐		
3 We are licensed in all the required services in the project state corporately and individually.	10	☐		
SECTION B · STRATEGIC FIT & POSITIONING				
4 Business plan identified / capture plan in place for practice area or client.	10	☐		
5 We heard about this project before the solicitation was released.	10	☐		
6 We have a relationship with the client.	10	☐		
7 We helped write the RFP.	5	☐		
8 We have targeted this client for ongoing work.	10	☐		
9 This project is related to at least one of the following initiatives: treatment, resiliency & energy, or Southeast growth.	10	☐		
10 We can distinguish ourselves from our competition. <i>List our competitors in the Notes.</i>	5	☐		
SECTION C · PROFITABILITY & RESOURCES				
11 The proposed fee allows us to conduct the project profitably.	10	☐		
SECTION D · OPERATIONAL READINESS				
12 We can demonstrate experience on similar projects in the region.	10	☐		
13 We have staff in the area that can do the work.	5	☐		
14 We should submit even if the G/NG score is lower than 70. <i>Must explain why. Answer only when the total is below 70.</i>	5	☐		
15 This is an emerging market or location. <i>Just for evaluation purposes, no points.</i>	0	☐		
TOTAL SCORE · 70 point reference		100	☐	Score never overrides an automatic No-Go answer.

ADDITIONAL INFORMATION · REQUIRED FOR EVERY GO DECISION	ANSWER
Technical champion identified and committed to time needed.	ONE person
Regional Manager / Client Manager has been consulted and agrees to support.	Yes or No
Estimated NET revenue (Deltek Vantagepoint, OPP tab)	\$
Estimated win probability (Deltek Vantagepoint, OPP tab)	%
Estimated hours for technical staff to work on proposal. 2024 average is 35.	Hours
As technical lead, I confirm I have the hours between now and the deadline.	Yes or No
Requested proposal format confirmed.	Word / InDesign
Estimated hours for marketing staff to work on proposal.	MKT to complete

RECOMMENDATION

☐ GO

☐ NO-GO

Record the reason for an automatic No-Go, and for any recommendation to submit below 70.