**The data below shows survey results from business developers, capture managers, and proposal managers asked to rate their company’s performance in the 28 factors we use as predictors of a company’s overall win rate. Generally, the higher a company scores on these 28 factors, the higher their overall win rate. Statistically, if a company works to make a 10% improvement in the assessment score, they will have a 10% improvement in their overall win rate.**





















