

Task-Order Strategy Guide

How to win work after you're on the vehicle

Winning a multi-award vehicle is only the beginning. Most revenue comes from task-order execution.

Task orders are evaluated differently than vehicle awards and reward preparation, responsiveness, and trust over formal proposal volume.

Key Task-Order Success Factors

1. Speed to Respond

- Short timelines are common
- Pre-built templates matter

2. Buyer Relationships

- Performance history influences selection
- Communication matters

3. Pricing Discipline

- Competitive, realistic pricing
- Avoid underbidding to “win at all costs”

4. Performance Excellence

- Task-order performance impacts future awards
- CPARS and internal evaluations matter

Best suited for:

Readiness Tiers III–V

Common Task-Order Mistakes

- Ignoring smaller task orders
- Overcommitting resources
- Poor internal coordination
- Treating task orders like open-market bids

Assuming vehicle award guarantees task-order flow

How We Support Task-Order Strategy

We help clients build task-order pipelines, prepare rapid-response systems, evaluate task-order bid/no-bid decisions, and strengthen post-award execution.