Go/No-Go Bid Decision Checklist

A one-page bid decision sheet — a free bonus from the Government Contracting Made Simple review on PickZox. Answer every question before you bid. One red flag does not always mean no, but three red flags usually do.

The Questions — Answer Before You Bid

[ ]	Do we meet every mandatory requirement in the solicitation?
[ ]	Is our SAM.gov registration Active right now?
[ ]	Do our NAICS codes cover this work?
[ ]	Can we deliver on the stated schedule with our current team?
[ ]	Do we have the past performance the buyer asks for?
[ ]	Is the estimated cost inside our pricing range with a fair margin?
[ ]	Do we understand the delivery location and all contract terms?
[ ]	Is the deadline realistic for a complete, checked proposal?
[ ]	Do we know the buyer, or can we research them before bidding?
[ ]	Would winning this contract help our business, or only keep us busy?

Red Flags — Walk Away If You See These

[ ]	The solicitation asks for experience or certifications we do not have.
[ ]	The deadline is too short to prepare a proper proposal.
[ ]	The budget is far below the real cost of delivery.
[ ]	The requirements are vague and the buyer will not clarify them.
[ ]	The work needs licenses, clearances, or bonding we cannot get in time.
[ ]	The contract terms shift most of the risk onto the small business.
[ ]	We would have to hire, borrow, or subcontract most of the work.

Score Your Call

Count your answers. 9–10 yes answers: GO — bid with confidence. 7–8 yes answers: GO WITH CARE — fix the weak spots first. 6 or fewer yes answers: NO-GO — walk away and find a better fit. Any single red flag above: pause and re-check before you decide.

Record your decision: Opportunity: _____ Date: _____ Decision: GO / NO-GO Reason: _____

Note: this sheet is a decision aid, not a guarantee of a win. Government contracting involves preparation, research, compliance, and careful decision-making. Verify current requirements on SAM.gov and with qualified professional guidance when needed.