Government Contract Evaluation Research

Market Connections has posted a free white paper online titled “Contract Evaluation Research: A Competitive Advantage for Winning More Government Contracts.”

The white paper covers:

- **Inside higher win rates:** How to effectively use contract evaluations and customer satisfaction research
- **The independent third party advantage:** A path to relevant, actionable intelligence, and how to benchmark your results vs. peers
- **Insider tips:** How to use customer feedback in strategic decision-making, and executing more effective operational improvements

Download the white paper.