

WHERE ARE YOU IN THE GAME?

A Contractor Business Development Diagnostic

Name: _____

Company: _____

Five questions. Five minutes. An honest look at how your business actually goes to market — and whether the game you're playing is one you can win.

For each question, check the answer that most honestly describes how your business operates today. Not how you'd like it to operate — how it actually does.

1 How do you typically find out a project exists?

- ☐ **A** A bid invitation arrives in my inbox along with several other contractors
- ☐ **B** A GC I work with calls me when they're putting a team together
- ☐ **C** I'm already in conversation with the buyer before it goes to anyone

2 When you're competing for work, what's your most reliable advantage?

- ☐ **A** Our pricing — we sharpen our pencil and make it work
- ☐ **B** Our track record and the strength of our GC relationship
- ☐ **C** Our understanding of what the buyer is actually trying to accomplish — before the scope is written

3 How dependent is your pipeline on your top two or three GC relationships?

- ☐ **A** Very — if they stop calling, we feel it immediately
- ☐ **B** They're important, but we have other sources
- ☐ **C** Not very — we have direct buyer relationships that exist independent of any GC

4 When you submit a proposal, how confident are you that you'll win?

- ☐ **A** I don't know — it's competitive every time and price usually decides it
- ☐ **B** Fairly confident if our relationship with the GC is solid
- ☐ **C** I usually know before I submit — I've been in the conversation from the start

5 When a project stalls or gets delayed, what happens to your investment?

- ☐ **A** We lose the proposal time and move on to the next bid
- ☐ **B** We follow up with the GC to find out what happened and stay on the list
- ☐ **C** We already knew the risk — we were in the room when the uncertainty arose

YOUR RESULT

Look at your answers. Which letter appears most? Find your profile below.

Mostly As The Rule Follower

You're playing the game exactly as the industry taught you to play it. The problem isn't how you're playing — it's that the game itself is rigged. When price is the only differentiator left, someone always loses. It's usually whoever needed the work most.

**Mostly Bs
The Relationship
Builder**

You have the instincts. Your relationships are producing results — some of the time. What's missing isn't effort. It's architecture. Your relationships are working for you accidentally. Imagine if they worked for you on purpose.

**Mostly Cs
The Upstream
Contractor**

You've found the window most contractors never know exists. The question is whether you got there intentionally — or whether it's been happening by accident. A system turns a lucky advantage into a repeatable one.

**Mixed
In Transition**

Your answers suggest you're somewhere between the bid cycle and something better. You have upstream instincts but no system behind them yet. That gap is exactly where the most important work happens.

Regardless of where you landed — there's a version of your practice where you're not competing on price.

The workbook that follows shows you what moving up the funnel looks like. When you're ready to map what that means for your specific business, let's talk.

Schedule your 30 minute Strategy Call [HERE](#)