

Calendar of Events

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April 23, 2026
- April 23, 2026

APMP Carolinas Chapter LUNCH AND LEARN: Understanding Price to Win and Pwin in a Com

12:00 PM - 01:00 PM EST

Join us for a special lunch and learn session! Sharpen your team's bid/no bid decisions with PTW and Pwin. Price to Win (PTW) estimates a competitive range that supports early bid decisions. Probability of Win (PWin) feels subjective but is critical for honest evaluation. By the end of this session, your new bid/no bid litmus test will be, "Would I bet my paycheck on this win?" This session will be led by Jon Barker, VP Pricing at Strategic Growth Partners and APMP Carolinas Chapter Membership & Recruitment Co-Chair.