



GOVERNANCE.
PEOPLE.
PROCESSES.
TECHNOLOGIES.



NCMA Boston 2023 March Workshop Preparation for the Win – Proposal Strategies for Winning more Government Business

Presented by: Terri Thomas, Director, Proposal Development Center
March 15, 2023

Agenda

- » **Winning and Keeping Proposal = \$**
- » **How do you increase your WINS?**
- » **Build to Win – Build to Grow – Build Relationships**
- » **Capture/Proposal Process Timeline**
- » **High Level Proposal Process**
- » **The RFP Parts**
- » **Writing vs Reuse**
- » **Technical Messaging**
- » **Strengths: Features, Benefits, Discriminators, Proof**
- » **Proposal Libraries**

Winning & Keeping Proposals = \$

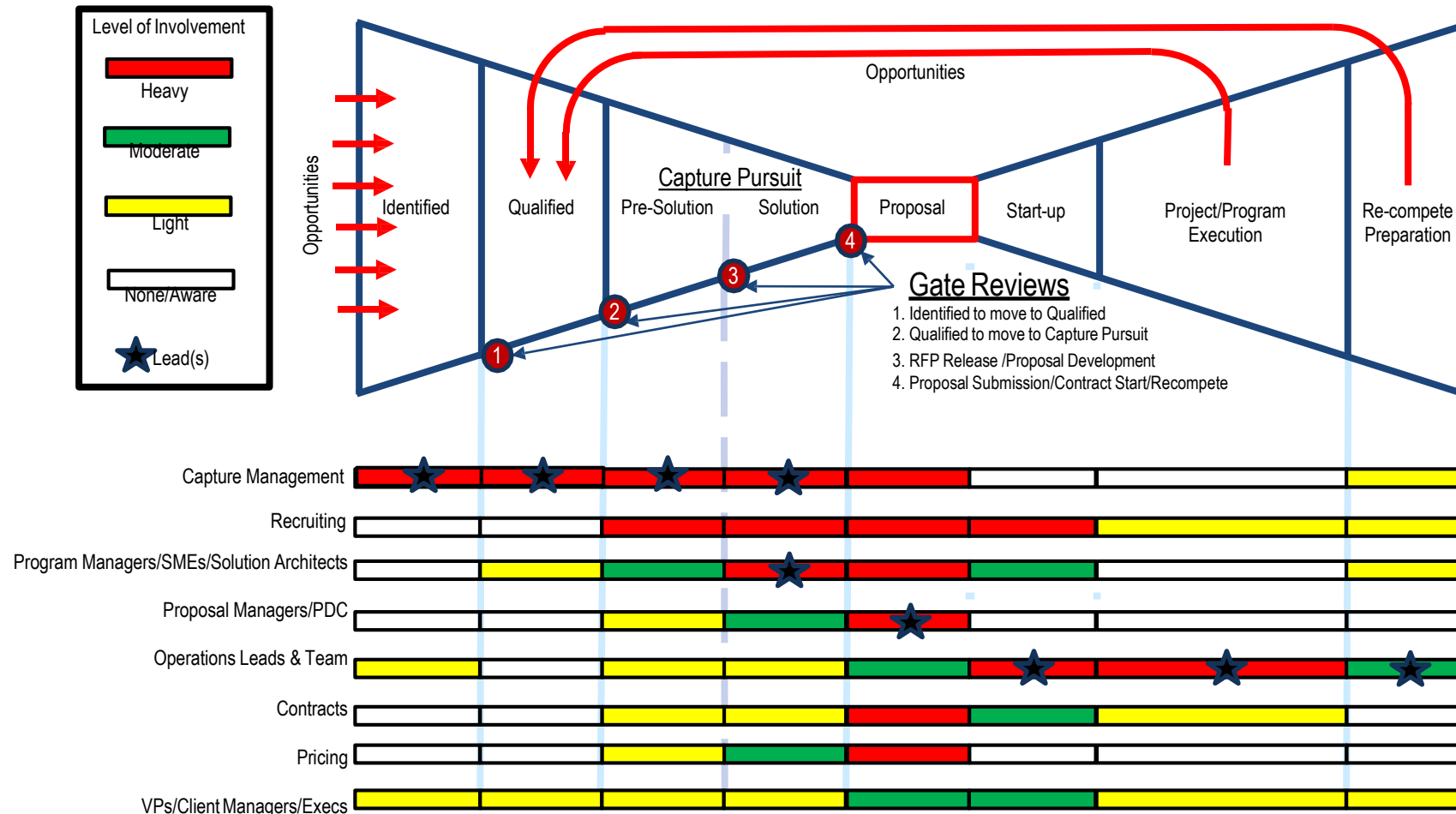
- » If you don't win new contracts or keep those existing contracts... you can't pay the bills or make payroll
- » If once you win you don't keep the customer happy, you will not only NOT get option years exercised, but you won't be able to use them for future bids, thus literally shooting your proposal shop in the foot for new growth.

How do you increase your WINS?

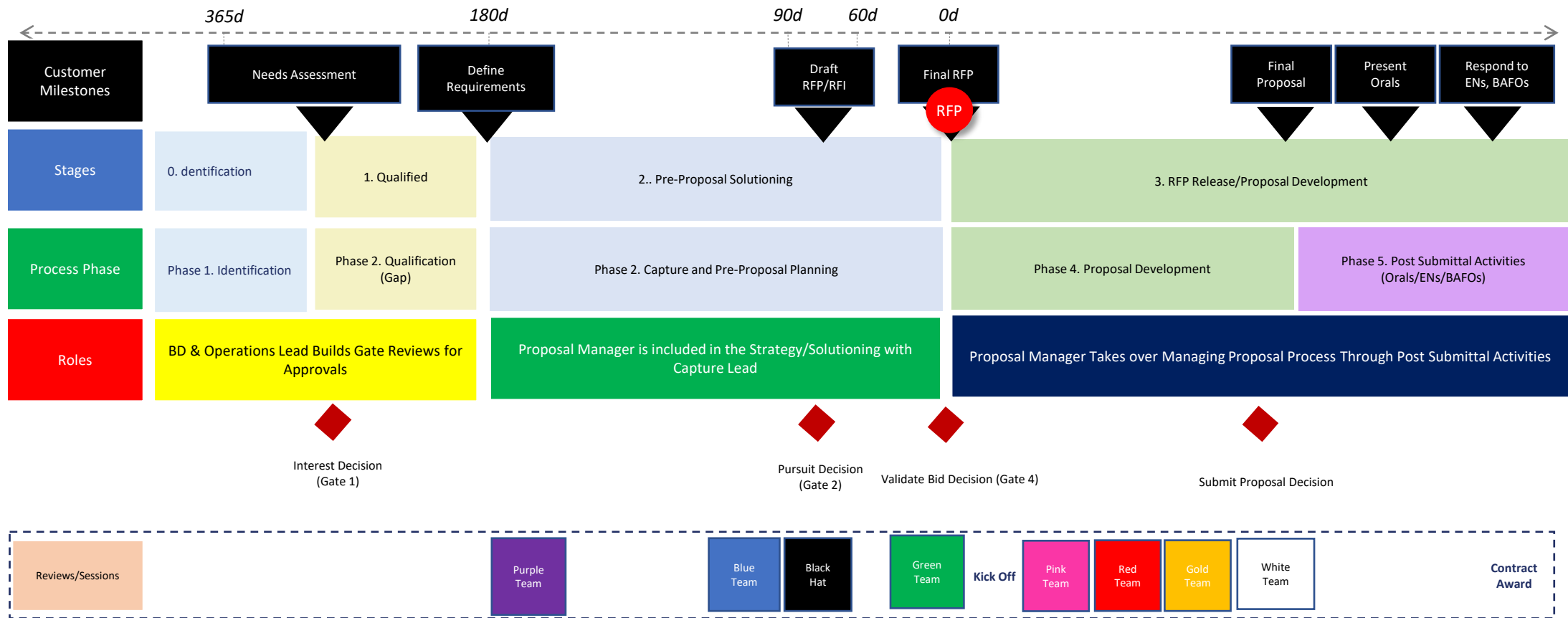
- » Customer Relationships
 - » Once you win the bid, KEEP THE BID!
- » Repeatable Processes
 - » Stronger, Faster, Less Stress
- » Templates Templates Templates
- » Tools Tools tools C-o-l-l-a-b-o-r-a-t-i-o-n tools
- » Pipeline Planning
- » Good Capture!

BUILD TO WIN – BUILD TO GROW – BUILD RELATIONSHIPS WITH CUSTOMER TO ENSURE POSITIVE POSITIONING FOR CONTINUED FUTURE SERVICE

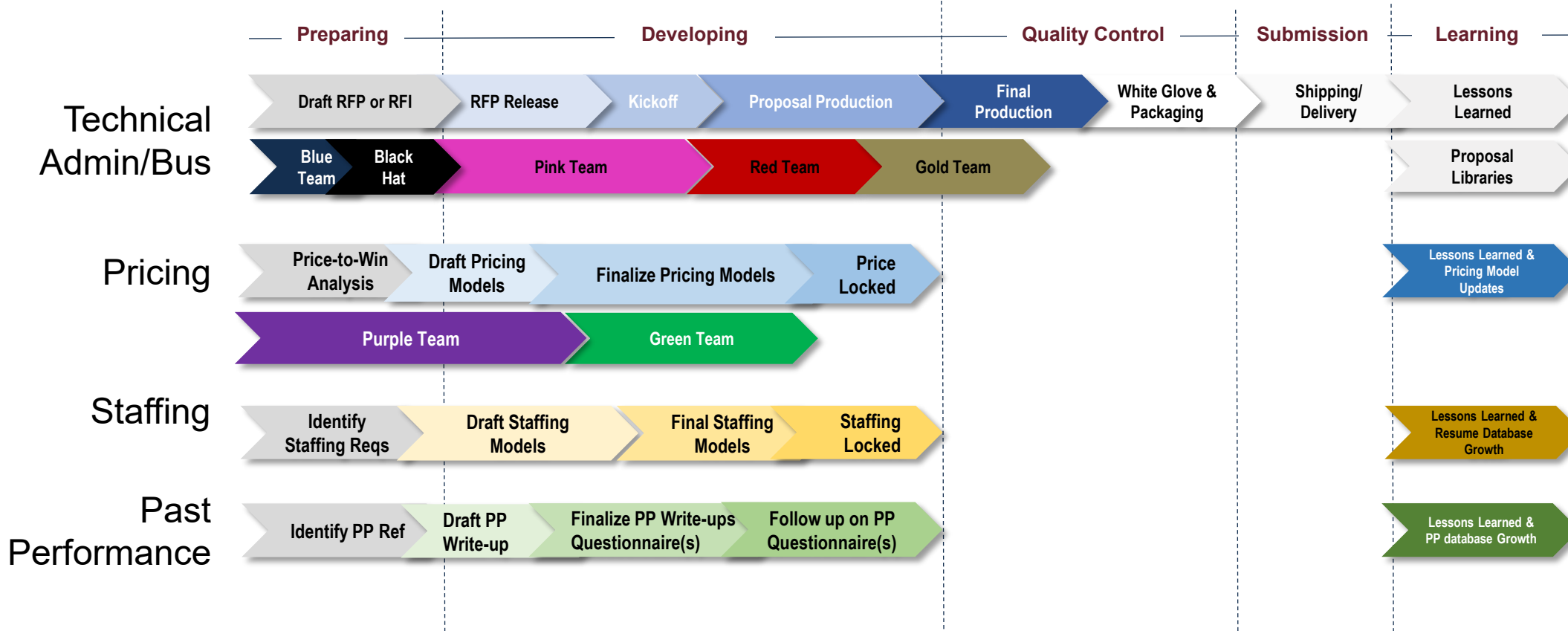
Capture thru Execution– Notional Resource Involvement by Stage



Capture/Proposal Processes Timeline



High-Level Proposal Process



- » Steps are industry-standard (Shipley-lite). You can condense/combine steps but we don't skip!
- » All proposals follow this same basic cadence (Develop, Review, Recovery, QC, Submit, Lessons Learned Learn)

Standard RFP Sections

SOLICITATION, OFFER AND AWARD		1. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 350)	RATING	PAGE OF PAGES
2. CONTRACT NO.	3. SOLICITATION NO.	4. TYPE OF SOLICITATION	5. DATE ISSUED	6. REQUISITION/PURCHASE NO.
	F A8802-16-R-0005	<input type="checkbox"/> SEALED BID (IFB) <input checked="" type="checkbox"/> NEGOTIATED (RFP)	07 JULY 2016	
7. ISSUED BY SMC/RNK SPACE MISSILE SYSTEMS CENTER 483 N. AVIATION BLVD EL SEGUINDO, CA 90245-2808 GA H. HAN 310-653-1517 GA.HAN.1@US.AF.MIL	CODE FA0000	8. ADDRESS OFFER TO (if other than Item 7)		
NOTE: In sealed bid solicitations "offer" and "offeror" mean "bid" and "bidder".				
9. RN SAFS Re compete - 1 Sep 2016 to 31 Aug 2019				
10. FOR INFORMATION CALL:	A. NAME See Block 7	B. T (V/C) See		
(v) SEC.	DESCRIPTION	PAGE(S)		
PART I - THE SCHEDULE				
√ A	SOLICITATION/CONTRACT FORM	1		
√ B	SUPPLIES OR SERVICES AND PRICES/COSTS	2		
√ C	DESCRIPTION/SPECS./WORK STATEMENT	7		
√ D	PACKAGING AND MARKING	8		
√ E	INSPECTION AND ACCEPTANCE	9		
√ F	DELIVERIES OR PERFORMANCE	10		
√ G	CONTRACT ADMINISTRATION DATA	11		
√ H	SPECIAL CONTRACT REQUIREMENTS	14		
OFFER (Must be submitted by the offeror)				
NOTE: Item 12 does not apply if the solicitation includes the provisions at 52.212. In compliance with the above, the undersigned agrees, if this offer is accepted, that the offeror shall, at the time of award, deliver to the recipient of this offer a copy of the offer, including all attachments, within the time specified.				
13. DISCOUNT FOR PROMPT PAYMENT	(See Section I, Clause No. 52.232-8)	%		
14. ACKNOWLEDGEMENTS OF AMENDMENTS (The offeror acknowledges receipt of amendments to the SOLICITATION for offerors and related documents numbered and dated:		AMENDMENT NO.		
15A. NAME AND ADDRESS OF OFFEROR	CODE	FACILITY		
15B. TELEPHONE NO. (Include area code)	15C. CHECK IF REMITTANCE IS DIFFERENT FROM ABOVE SUCH ADDRESS IN SCHEDULE			
AWARD (To be completed by the offeror)				
19. ACCEPTED AS TO ITEMS NUMBERED	20. AMOUNT			
22. AUTHORITY FOR USING OTHER THAN FULL AND OPEN COMPETITION:				
<input type="checkbox"/> 10 U.S.C. 2304(c) () <input type="checkbox"/> 41 U.S.C. 253(c) ()				
24. ADMINISTERED BY (if other than Item 7)	CODE			
26. NAME OF CONTRACTING OFFICER (Type or print)		27. UNITED STATES OF AMERICA		
(Signature of Contracting Officer)				

EAGLE II Request for Proposal
RFP No. HSHQDC-11-R-10001

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- » Section A. Standard Form 18, 33, 1449, etc.
- » Section B. Supplies or Services, Prices/Costs
- » Section C. Statement of Work (SOW) or Performance Work Statement (PWS)
- » Sections D, E, F, G, H and I. Contain technical requirements of contract award
- » Section J. List of Attachments
- » Section K. Representation and Certifications and Other Statements of Offerors
- » Section L. Instructions to Offeror
- » Section M. Evaluation Criteria for Contract Award



Writing or Proposal Reuse?

After Understanding Your Action Items, decide whether you want to write your Section from a Blank Canvas or find Proposal Reuse materials.

» **What's the Difference?** Some writers prefer to write from a Blank Canvas, some do not. Either way has its own challenges.

» You have been chosen for your expertise, try to take a stab at writing (bullets first please).

» Writing from scratch directly to the requirements takes about 1 hour per page.

» Researching, Reading and Massaging Proposal Reuse content can take longer than writing from scratch, AND you must also **be VERY careful about bleed over** from any reuse material (unless it is “boilerplate”).

Technical Messaging Strategy

- **Understanding:** *What makes this important? How does it fit into the overall scheme of things (i.e., interdependencies with other tasks)? What are the challenges of executing this work? What are the unique challenges/constraints of their environment that we have to work within?*
- **Approach:** *How are we going to solve their problem? How are we going to execute the task? Who (labor category) is going to execute? What processes and tools are they going to use? What regs will they invoke/comply with?*
- **Processes and Tools:** *What Processes/Tools do we use and for what?*
- **People:** *Which LCATs map to each area?*
- **Proven Results:** *Where have we done this before? What was the outcome for the customer? Can we back this up with metrics?*
- **Risks:** *How do we mitigate?*

Strengths come from Features, Benefits, and So What's (Understanding, Approach & Proof Points)

- » Features: What's important about Us
 - » Features are characteristics of our solution/expertise/ experience that satisfy or exceed the requirements of the RFP.
- » Benefits: Why it's important to the Customer
 - » Benefits are advantages that solve the customer's problem or address a major concern.
- » Proof: Where we have executed before
 - » Show me the money (time, performance, etc.) data points
- » The Best Win Themes are not just marketing statements, they tie to the evaluation criteria as well!

Reviews

- » **Pink Team** = COMPLIANCE (Annotated Outlines)
- » **Red Team** = SCORING (just like the Government will Score)
- » **Gold Team** = QUALITY (add more “So What’s”, Metrics, Proof Points, to take you to the next level)

Proposal Library

Teams

Your teams

- PPDC Proposal and Reuse Library
- General
- 000 PROPOSAL LIBRARY
- 001 PROPOSAL REUSE LIBRARY**
- 002 STANDARDS, TEMPLATES, AND FORMS
- 003 PAST PERFORMANCE LIBRARY
- 004 GRAPHICS LIBRARY

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Name	Modified	Modified By	+ Add column
Certification and Training Plan	October 26, 2022	Debbie Chen	
CMMI	December 13, 2022	Debbie Chen	
Compensation Plans	March 30, 2022	Terri Thomas	
COMSEC	January 3	Debbie Chen	
Contract Management	January 3	Debbie Chen	
Cybersecurity Resources	December 20, 2022	Abbie Helt	
Facility Clearance	December 30, 2022	Debbie Chen	
Introductions-Executive Summaries by Topic	March 30, 2022	Terri Thomas	
Management Plans	March 30, 2022	Terri Thomas	
Mission Essential Services Plan	December 28, 2022	Debbie Chen	
OCI Plans	March 30, 2022	Terri Thomas	
Quality Plans	March 30, 2022	Terri Thomas	
Recruiting and Retention Plans	March 30, 2022	Terri Thomas	
Resumes	April 4, 2022	Holly Carper	
Technical Approach	April 11, 2022	Terri Thomas	
Transition Plans	March 30, 2022	Terri Thomas	
DVS Technology Certification Incentive Pro...	October 18, 2022	Debbie Chen	



Final Word

- » The Proposal Manager is in charge
- » Read the RFP/TO
- » Understand your Role and Assignments as the Proposal Manager assigns you
- » Communicate with your Proposal Manager
- » Meet Scheduled Milestones
- » Work in a MS Teams/SharePoint site for better Collaboration
- » Work within your document sections and page allocations
- » Research Proposal Library for Possible Proposal Reuse Material
- » Communicate Graphic ideas sooner than later
- » Parse out parts of submitted proposals for Reuse Library
- » Always ask the Proposal Manager



Questions?

DMS

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