



Government Proposals Technical, Management and Past Performance Guidelines

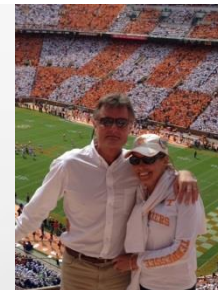
P.O. Box 22667, Knoxville, Tennessee 37933

Phone: 865.414.0310/

[E-mail: alanbakercpc@aol.com](mailto:alanbakercpc@aol.com)

Phone: 865.414.8310:

[E-mail: reenebakercpc@aol.com](mailto:reenebakercpc@aol.com)



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Getting Started

Life in the World of Acronyms!

- 1) Read, re-read and read the RFP again!
- 2) Capture manager debrief
(This is vital)
- 3) **Compliance, Compliance, Compliance: Write to “L”!**
- 4) Recognize “M” , incorporate “C” and “H”
- 5) **Planning/thought = >60%; writing = < 40%**
Address customer: a) Needs; b) Wants

Sell, Sell, Sell! WHY should the client select you?



Read the RFP Again!

- A Solicitation, Offer and Award (SF 33)
- B Supplies or Services and Prices
- C Scope of Work / Performance Work Statement**
- D Packaging and Marking
- E Inspection and Acceptance
- F Deliveries or Performance**
- G Contract Administration Data
- H Special Contract Requirements**
- I Contract Clauses
- J Attachments
- K Representations and Certifications
- L Instructions, Conditions and Notices to Offeror**
- M Evaluation Factors for Award**



Proposal Preparation Five Major Stages

Stage 1) Proposal Framework

Proposal Outline(s)

- Writing template, with header and footer
- Organizes thought in a logical, compliant sequence
- Expands on RFP instructions and information
- Explodes “L” into meaningful sections/subsections
- Includes features/benefits/discriminators/advantages
- Defines win strategies and win themes

The “Road Map”



Proposal Preparation Five Major Stages (cont.)

Stage 1) Proposal Framework (continued)

Compliance Matrix

- Lists/correlates instructions in “L”, M”, (“H”) and “C”
- Ultimately, shows where these are addressed in the proposal

Stage 2) Assignments and Schedule

- Who is responsible for what
- Daily “stand-up” progress reviews
- Storyboards for initial section draft
- Plans required with the proposal
(PMP, QCP, SHP, Staffing, Transition, etc., etc.)



Proposal Preparation Five Major Stages (cont.)

Stage 3) Disciplined Writing of Section Draft(s)

- In strict adherence to the proposal outline
- Adding the features , benefits proofs and discriminators

Stage 4) “Color Team” Reviews

- **Pink**; internal; **Red / Green** with external input
- **Gold** final review (for large proposals only)
- Adding the features

Stage 5) Publishing and Delivery

- Hard and/or soft copies; how many
- How many, where and to whom?



Example Elements of a Winning Proposal

Compliance (.... did I mention this yet?)

Proof statements for assertions

Detailed, realistic Project Management Plan

Detailed, realistic Transition Plan and QCP

Relevant, successful Past Performance

“Best in Class” Key Personnel

Clarity and clean, easy to follow graphics

“White space”

RFP and SOW call-outs

Volume consistency and cross-references

*andof course..... **PRICE!!***



For Each Section, Ask Yourself

What are the client “hot buttons” – and why?

Why did the RFP ask for this information?

What are the routine issues around this topic?

Have there been performance issues?

Are there conflicts/alternatives within the RFP?



For Each Section, Ask Yourself

What should reader conclude from your section?

What discriminates us from others?

Which win themes/strategies should be included?

What is the top level message to be conveyed?

How can I express this in a graphic?



For Each Section, Ask Yourself

What is the first thing the reader should read?

Write this first sentence: active voice, action oriented

How can it be strengthened further?

Can a proof statement be added?

(Where we have successfully done this before)

Are there any “attaboys”?

What “lessons learned” were there?



Do We Want Our Proposal Read *First or Last?*

The Government may get multiple proposals, so stack the odds in your favor:

- If “L” dictates a low page count, then use it all, but:
 - How does your proposal look “in the pile””
 - If “L” dictates a high page count, is thinner better?
 - Is the cover artwork really eye-catching?
 - Does delivery timing matter?
 - What other “little things” help – binder cover?
 - If submission in electronic: file sizes and titles?



Choose Key Personnel VERY Carefully

- 1) Is each qualified for THIS Job on THIS contract?
- 2) The PM Must Be A Star
- 3) Add KPs/CPs Not in the RFP?
- 4) Tailor Resumes to: “L”, then “M”, then the SOW
- 5) Locate KPs for Maximum Cost:Benefit

Compliant Resumes & Focused Biographies



Past Performance (PP) and Past Experience (PE)

PE = What You Have Done

PP = How Well You Did It

Ensure Recency: “L” will define the requirement

Ensure Relevance: Scope, Magnitude, Complexity

Define Achievements: Safety, Quality, Cost, Retention

Quantify Achievements: LTAs, EMR, AQLs, \$ Saved



Past Performance (PP) and Past Experience (PE)

Achievement Visibility, Awards, “Attaboys”

Are PPQs required? Write to “L” and CPARS

Ensure PP & PPQs are fully consistent

**DON'T be “perfect”: Acknowledge Deficiencies:
Detail Effective Corrective Actions**



Technical, Management and Past Performance Guidelines

RECAP

Rule 1) Write to “L” – **Always**

Rule 2 Refer to Rule 1

Rule 3) Recognize “M”

Rule 4) Incorporate “C” and “H”

Rule 5) Make it as interesting and attractive as
you can (how would YOU like to read ten
of these?)

Rule 6) Refer to Rule 1



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Questions and Discussion