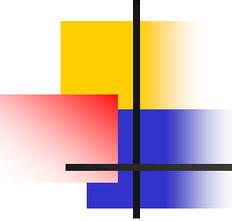


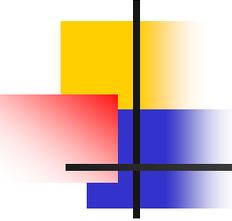
REQUEST FOR PROPOSALS

Consultant Types



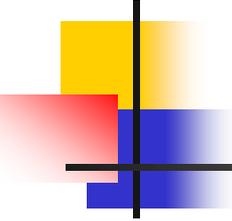
PUTTING TOGETHER A WINNING PROPOSAL

- What is an REOI? Why is it used?
- If not acceptable, remedies?
- RFP Sections:
 - General Conditions
 - Acquisition Description—Read at least twice!!
 - Do you understand the project? If you don't understand, call the Buyer. Before you call, list your questions!!! If you can e-mail your questions, do that. The answers to written questions are always better.



PRE-PROPOSAL MEETINGS

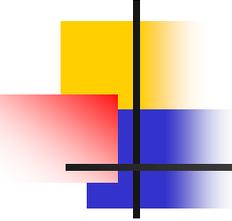
- ALWAYS ATTEND, even if not mandatory
- Information given in hard copy may not be in RFP; Have your questions written and ready;
- Ask Questions and listen to others' questions—they may have found something you missed.
- Be certain to sign in so you will receive a summary of the minutes;



IS THIS JOB FOR ME??

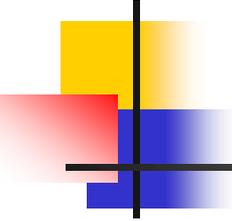
- Check out the minimum qualifications:
 - Can you do the work? Have you done it before?
 - Can you do it in the time allowed?
 - Do you have enough staff to do the job?

- NOT ALL THIS INFORMATION WILL BE IN THE SAME SECTION OF THE RFP
- TAKE NOTES WHILE YOU READ THE RFP



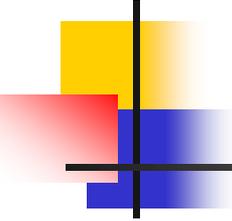
QUALIFICATIONS

- Make a list of the qualifications needed:
 - Description of your firm, together with a notation of the purpose of your firm.
(Should always have an outline available to work with)
 - Who will represent the firm on this project?
Will this person be part of the key personnel?
 - How many years experience is required?
 - If your firm does not have the years of experience, or is inexperienced in a portion of the work, would you subcontract?



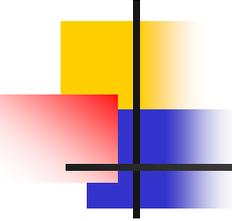
QUALIFICATIONS

- REFERENCES—Try to get written references to include in the proposal; If can't, be certain to have the correct name and phone number for the reference; Notify the reference of your use of his name;



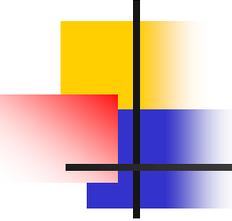
PUTTING IT ALL TOGETHER

- Proposal Format/Submittal:
 - This is usually in one section of the RFP.
 - Make sure you send the correct number of copies/attachments;
 - Separate the proposal into sections, and number each page;
 - If using a prior format, be certain to change the information and check the spelling before sending.



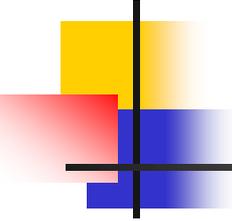
PUTTING IT TOGETHER

- Methodology and Approach to the Project:
- Restate your understanding of the project;
- Describe your approach to the project;
 - e.g. how many interviews would you hold;
- Mention any similar projects completed;
- If you have a different approach, YOU MAY MENTION IT, BUT ALWAYS ALWAYS STATE THAT YOU WOULD DO IT AS DESCRIBED, IF DESIRED.



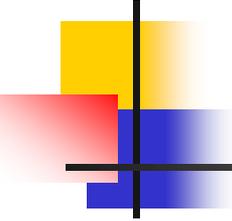
PUTTING IT TOGETHER

- Company profile: This should be always ready, and can be updated and altered to suit the RFP. Firm Name, address, years in business, type of business (e.g. corporation, LLC, etc.)
- QUALIFICATIONS AND EXPERIENCE
 - Provide an organizational chart with names of persons noted who will be the key personnel.
 - Be certain that each person meets the qualifications included in the RFP



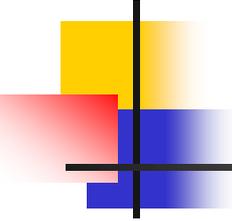
STILL PUTTING IT TOGETHER

- Include a current resume with each name;
- Be certain to identify the role of each person if you are using that person's experience to qualify for this job;
- If you are using subcontractors, include a resume for each and include them on the organizational chart. Be certain that the person has the appropriate skill set for this project



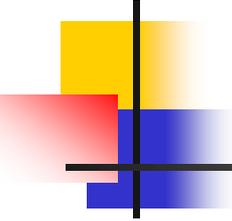
REFERENCES

- Be certain the reference information is
- Up-to-date;
- COSTS: Is it all melded hourly rate? Does it allow overhead and profit stated separately? Is it a lump sum? Are the incidental costs reimbursable? And at what amount?
- Financial Statement: If required, do you have a current one to send? Should always have on hand.



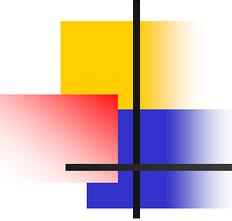
EVALUATION CRITERIA

- This listing of the evaluation criteria will either be in order of importance/weighting or will actually include the weightings.
- DO NOT BE MISLED BY THE WEIGHTINGS. BE CERTAIN EACH SECTION IS COMPLETE.
- LACK OF EXPERIENCE CAN CAUSE A PROPOSAL TO BE REJECTED



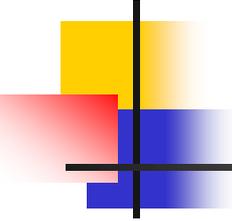
EVALUATION

- Usually done by committee, but each person **MUST** read every proposal;
- Presentations, Interviews, Demos
- Amending the RFP and your proposal
- Committee Recommendation



SUMMARY

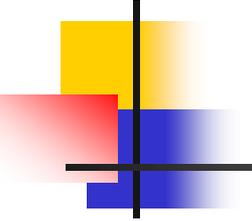
- Methodology: Be certain you understand the goal of the project, and tailor your methodology to reflect that your firm can perform on time and under budget
- Executive Summary: Although not always heavily weighted, it is the committee's first impression of your proposal. Include relevant experience and your commitment to providing this work.



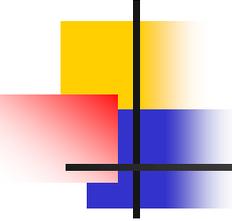
SUMMARY (ctd)

- MANAGEMENT PLAN (Key personnel,)
 - This is a summary of how you plan to coordinate this project, utilizing time and resources to achieve the desired outcome
 - Technical Solution: If you have a new process, propose it, but always note that you will do it the government's way;
 - Staffing Plan: Be certain you have a team member for every need. Include a resume

SUMMARY (ctd)

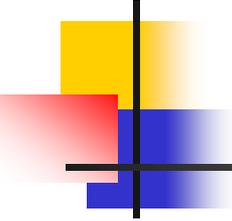


- Be aware that proposed personnel will not be able to be switched without substitution of similar education and experience and must be approved by the Project Manager;
- PRESENTATIONS/INTERVIEW: Be certain that you mention that you have worked together with the assembled team, if that is true.



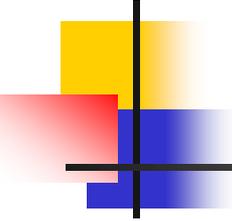
SUMMARY (ctd)

- Do not be the only one from the team speaking—let each person help present



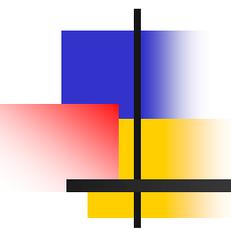
DUE DATE

- Allow plenty of time to deliver the proposal—late proposals will be rejected
- Have the proposal in a sealed box—neatly and cleanly.
- Check in with the buyer each week to gauge progress
- Do not be late for any demos/interviews

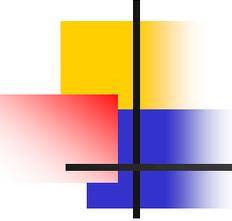


WHAT'S NEXT??

- Always offer the buyer clarifications, etc if you speak with them
- If you win, celebrate
- If you lose, ask for the debriefing. The buyer should have valuable information about why your proposal was not as strong as others.

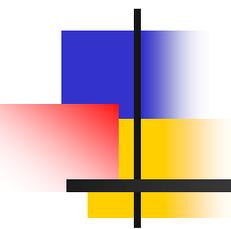


SMALL GROUP EXERCISE

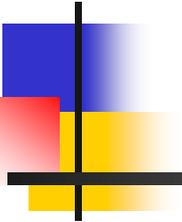


SMALL GROUP EXERCISE

- Management
- Past Performance
- Technical Capability
- Staffing Capability
- Financials
- TWO QUESTIONS TO ASK FOR EACH CATEGORY
 - What are the challenges?
 - What strategies would you employ?



AN INSIDE LOOK AT THE RFP FROM THE BUYER'S PERSPECTIVE



QUESTION & ANSWER SESSION
