

One Man Proposal Shop: Navigating to a "W"

Presented By:



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TODAY'S AGENDA

- ✓ Basic Proposal Terms
- ✓ Proposal Organization/Components
 - ✓ Proposal Management Tools
- ✓ Building the Technical Response

COMMON PROPOSAL TERMS

STATEMENT OF WORK (SOW)

RESPONSIVENESS/COMPLIANCE

BOILERPLATE

CAPTURE MANAGEMENT

RFP, RFI, RFQ

WIRED

UNSOLICITED PROPOSALS

PROPOSAL ORGANIZATION

1. Decision Matrix
2. Capture Management
3. Proposal Schedule
4. Writing Assignments
5. Reviews

DECISION PROCESS

1. INTEL

HOW MUCH DO YOU
KNOW ABOUT THE
OPPORTUNITY?



3. BENEFITS

DOES THE RISK
OUTWEIGH THE
REWARD?

2. RESOURCES

DO I HAVE THE
RESOURCES,
EQUIPMENT,
MATERIALS,
PARTNERS?

WHEN TO WALK

WIRED

RISK OUTWEIGHS THE REWARD

LIMITED INTELLIGENCE

LIMITED PROPOSAL BUDGET

LIMITED RESOURCES



PROPOSAL MANAGEMENT TOOLS

GO/NO GO MATRIX

PRE-WRITTEN
TEXT/BOILERPLATE/LIBRARY

PROPOSAL SCHEDULES

INFORMATION
AGGREGATION/SOFTWARE

COLLABORATION TOOLS

PROPOSAL OUTLINES

BUILDING THE TECHNICAL RESPONSE

**DECODING THE PROPOSAL
RESPONSE REQUIREMENTS**

**UNDERSTANDING THE PROPOSAL
INSTRUCTIONS**

**ANALYZING THE EVALUATION
CRITERIA**

**BUILDING THE COMPLIANCE
MATRIX**

MANAGEMENT SECTION

– STAYING ON TIME, ON BUDGET, AND PROPERLY
RESOURCED

SENIOR MANAGEMENT

PROGRAM/PROJECT MANAGEMENT

PROJECT TEAM INTERFACING

QUALITY CONTROL/QUALITY
ASSURANCE

RISK MITIGATION & ASSESSMENTS
STAFFING PLAN

MANAGEMENT SECTION: STAFFING PLAN

Company Organization and Staffing

Vendor must provide a description of its company organization and staffing, including the names and position titles of all personnel who are assigned to the project. This organization and staffing description must clearly demonstrate the vendor's ability to supervise and administer all aspects of fulfilling the submittal. Brief resumes of the key staff members who would work toward fulfilling the submittal are required.

MANAGEMENT SECTION: STAFFING PLAN

– RESUMES, ORG CHARTS, PROFESSIONAL CERTIFICATIONS,
COMMENDATIONS

- RESOURCES
- RESUMES
- COMMITMENT LETTERS
- PROFESSIONAL CERTIFICATES
- PROFESSIONAL RECOGNITIIONS

RESUMES SECTION

KEEP IT SIMPLE
KEEP SHORT & LONG FORM
NO PERSONAL INFO
CALL OUT YOUR “VALUE-ADDS”
KEEP TRACK OF CONTRIBUTIONS

TECHNICAL APPROACH

– THIS SECTION DETAILS THE PLAN FOR HOW THE PROJECT OBJECTIVES WILL BE ACHIEVED. IT USUALLY STARTS WITH A DESCRIPTION OF THE OVERALL APPROACH.

PROJECT APPROACH SUMMARY

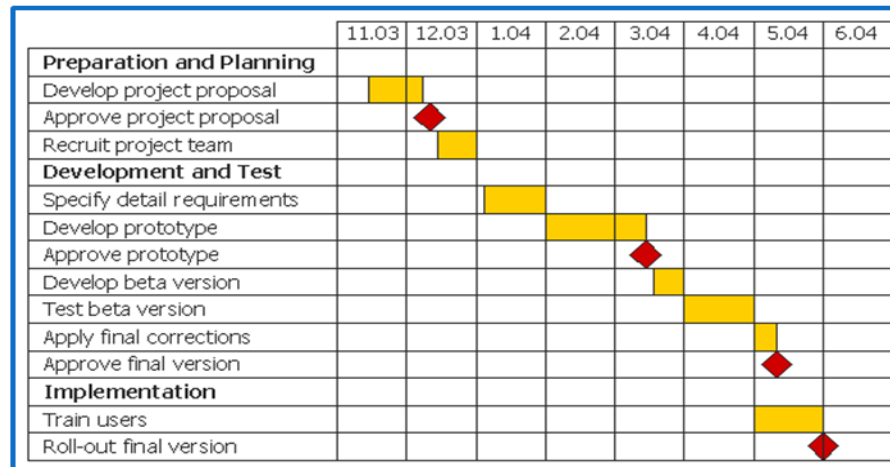
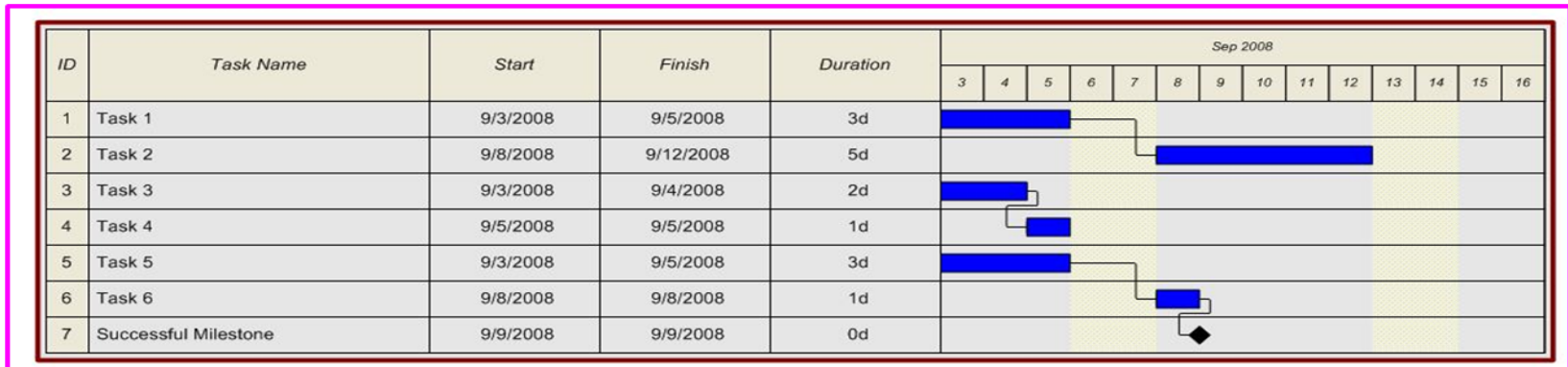
WORK BREAKDOWN STRUCTURE

BUDGET CONSIDERATIONS

TASK TIME ESTIMATES

PROJECT DELIVERABLES

TECHNICAL APPROACH: PROJECT SCHEDULE



PAST PERFORMANCE EXPERIENCE

KEEP IN TOUCH WITH PREVIOUS CUSTOMERS AND BUYERS

KEEP A LIBRARY OF GRAPHICS

KEEP SHORT & LONG FORM

CALL OUT YOUR “VALUE-ADD”

KEEP TRACK OF YOUR TEAM CONTRIBUTION

DON'T IGNORE CUSTOMER PROTOCOL

DON'T REPEAT SOW

PAST PERFORMANCE EXPERIENCE



OTHER CRITICAL ELEMENTS

IMPORTANCE OF A COVERLETTER

ADDRESS

VALIDITY OF PROPOSALS TERMS

SUMMARY OF KEY PROPOSAL POINTS

POINT OF CONTACT

AUTHORIZED SIGNATURES

PROPOSAL REVIEWS

A winning proposal is a compliant one

THANK YOU !

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