

*Presents:*

# The One Person Proposal Shop



# \* agenda

- Getting Started
- Proposal Intelligence
- Proposal Management
- Best Practices

# get started

---

- ✓ Finding Internal Resources
- ✓ Using External Resources

**RESOURCES..**

---

# **Get Started**

---

# **Gathering Intelligence**

- 1. Who is bidding?**
- 2. Are your competitors bidding?**
- 3. Is there an incumbent?**
- 4. What is the full scope?**
- 5. Will we need partners?**
- 6. Do I have resources?**
- 7. Is this a "go/no go" decision?**



CRITERIA	CRITERIA RATING SCALE										SCORE
	0	1	2	3	4	5	6	7	8	9	
Client Knowledge of Your Firm	Client does not know us		We are relatively unknown to this client		The client knows us			The client knows and likes us (we have performed multiple successful projects for them)			
Technical Approach	No experience on current or prime team		Experience on sub/partner team		We have some experience			This is our core competency			
Corporate Experience	New / relying heavily team members		Relying largely on subs		Relying on new/contingent hires			Can fill all positions from existing personnel			
Past Performance (recent)	No past performance		Past performance older than 3 years		Weak past performance within 3 years			Strong past performance within 3 years			
Corporate Priority	No corporate support		Not a priority		Nice to win, but not key			High corporate priority			
Team Members Partners	Not identified yet		Low committal rate or non-exclusive		Committed			Commitment by previous partners			
Opportunity Awareness	RFP initially sighted on FBO		RFP sighted before FBO		Prior submittals and discussion with client			Worked on developing SOW or requirements with client			
Marketing to Client	None		Talked to 1 or 2 people		Some capture planning done			Comprehensive capture planning done			
Competition	Proposal is wired		Unknown		We are contenders			Opportunity wired for us			
Resources Available	No budget or time		Short on time and budget		Resources available but stretched			Resources available and not stretched			
<b>TOTAL</b>											

# Proposal Management

- CCR
- ORCA/Reps & Certs
- Open Ratings
- CDRL
- DD254

**FORMS, CERTS, TERMS**

# rfp sections

- ✓ Section B - Supplies/ Services
- ✓ Section C - Descriptions/ Specifications/ Statement of Work (SOW)
- ✓ Section E - Inspection & Acceptance
- ✓ Section F - Period of Performance
- ✓ Section G-K Terms & Clauses
- ✓ Section L - Proposal Instructions
- ✓ Section M - Evaluation

**PROPOSAL MANAGEMENT**



# Proposal Management RFP Sections

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# Proposal Management RFP Sections

# questions?

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- **Review the solicitation for unclear, conflicting or even missing information**
- **Phrasing for best results**
- **Dissecting the answers**

**PROPOSAL MANAGEMENT**



# Building an Outline

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Creating The Outline

Numbered Headings/Sections

Headers/Footers

Creating TOC

Maintaining The Outline



# Cover Information

FMSD Administration Support Services

REQUEST FOR PROPOSAL NO. **XXXX**

Original

**Presented To:**

Environmental Protection Agency

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**Due: September 15, 2010**

This proposal or quotation includes data that shall not be disclosed outside of the Government and shall not be duplicated, used, or disclosed in whole or in part for any purpose other than to evaluate this proposal or quotation. If, however, a contract is awarded to this Offeror as a result of or in connection with the submission of this data, the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting contract. This restriction does not limit the Government's right to use information contained in this data if it is obtained from other sources without restriction. The data subject to this restriction are contained in this entire proposal, unless otherwise stated in writing by Capacity Consultants

text from me  
proposal instructions from RFP  
text from SOW  
evaluation criteria

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**TOC**

text from me  
proposal instructions from RFP  
text from SOW  
evaluation criteria

---

## 1. EXECUTIVE SUMMARY (AUTHOR HERE)

Executive Summary Should be 1 page in length

Text here

## 2. TECHNICAL AND MANAGEMENT APPROACH (AUTHOR HERE)

Offeror shall describe their approach to planning, organizing, and carrying out contract activities as presented in the SOW, so as to ensure effective, efficient, timely, and responsive quality support. This shall include their description of a proposed management plan.

introduction to section here

### 2.1 Task 1 - Building Services Desk (BSD) Functions(author here)

introduction to section here

---

#### 2.1.1. Task 1a Operation of the BSD

Performance Objectives: Contractor personnel shall manage the Building Services Desk in an efficient, customer service oriented manner. The contractor shall document all of the incoming service request calls in writing on a BSD work ticket (see attached sample of forms). Immediately following the call, the contractor shall input the work ticket into the tracking system. It is expected that contractor personnel will handle an estimated 25-35 calls per day at the BSD.

Text here

---

#### 2.1.2. Task 1b BSD Telephone operations

Performance Objectives: When answering the telephone the contractor shall identify themselves as an EPA CONTRACTOR. As previously stated, EPA anticipates the contractor will handle between 25-35 calls per day at the BSD. All telephone calls shall be answered in a professional manner. The contractor shall listen to all information given in order to determine the issue and/or problem and document all pertinent information.

Text here



# Authors & Instructions



# Resumes

text from me  
proposal instructions from RFP  
text from SOW  
evaluation criteria

## APPENDIX A - RESUMES

Resumes should be no longer than two (2) pages in length each, and demonstrate relevant education, training and experience. Resumes shall list employment chronologically, starting from most recent position held. Submissions will be evaluated on the degree to which personnel education, training and experience are relevant to the tasks in the attached SOW proposed personnel should demonstrate prior education, training, experience and expertise relevant to the SOW.

RESUME NAME FIRST MIDDLE INITIAL LAST HERE  
PROJECT MANAGER

### PROFESSIONAL SUMMARY

Background Summary information here. Include information on their length of experience, team work, and ability to get things done. Include relevant terms from the solicitation and the solicitation's labor categories. Include certifications, relevant agency experience, and years of experience.

### TECHNICAL SKILLS/CERTIFICATIONS/CLEARANCES

•	•	•
•	•	•
•	•	•

### PROFESSIONAL EXPERIENCE

**Job Title Here, Employer Here** YYYY to YYYY  
Short description of job functions and accomplishments here. Use Resume Text Here style. Short description of job functions and accomplishments here. Use Resume Text Here style. Short description of job functions and accomplishments here. Use Resume Text Here style.

**Job Title Here, Employer Here** YYYY to YYYY  
Short description of job functions and accomplishments here. Use Resume Text Here style. Short description of job functions and accomplishments here. Use Resume Text Here style. Short description of job functions and accomplishments here. Use Resume Text Here style.

**Job Title Here, Employer Here** YYYY to YYYY  
Short description of job functions and accomplishments here. Use Resume Text Here style. Short description of job functions and accomplishments here. Use Resume Text Here style. Short description of job functions and accomplishments here. Use Resume Text Here style.

**Job Title Here, Employer Here** YYYY to YYYY

# win themes

## discriminators

Definition  
Creating  
Using

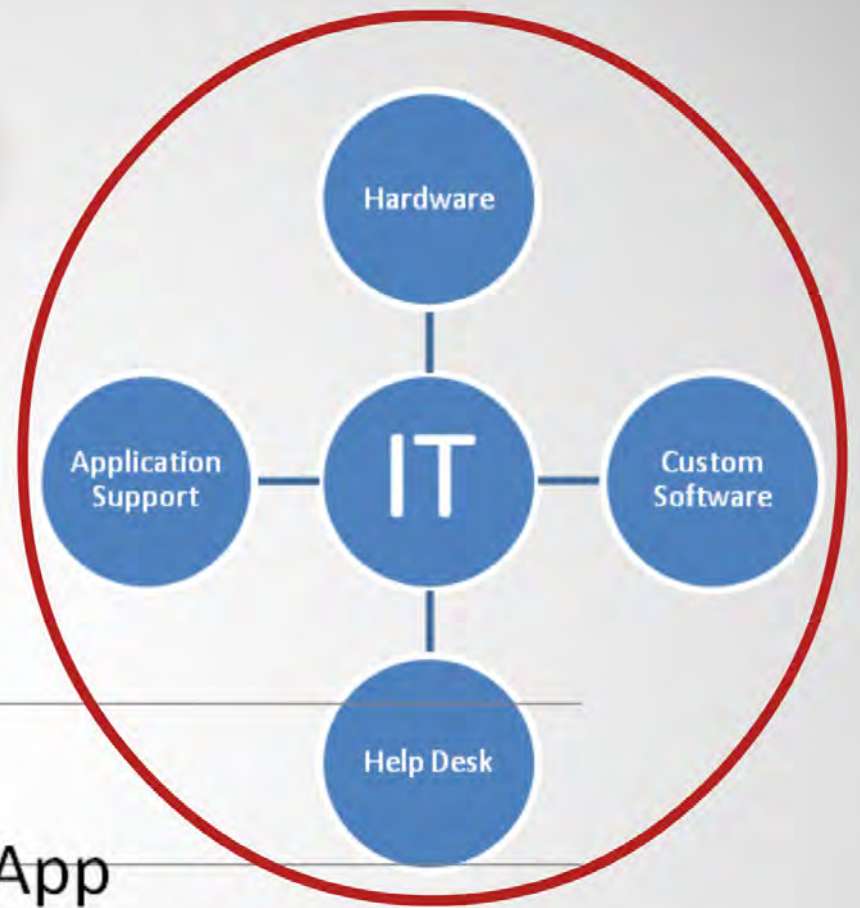
PROPOSAL MANAGEMENT



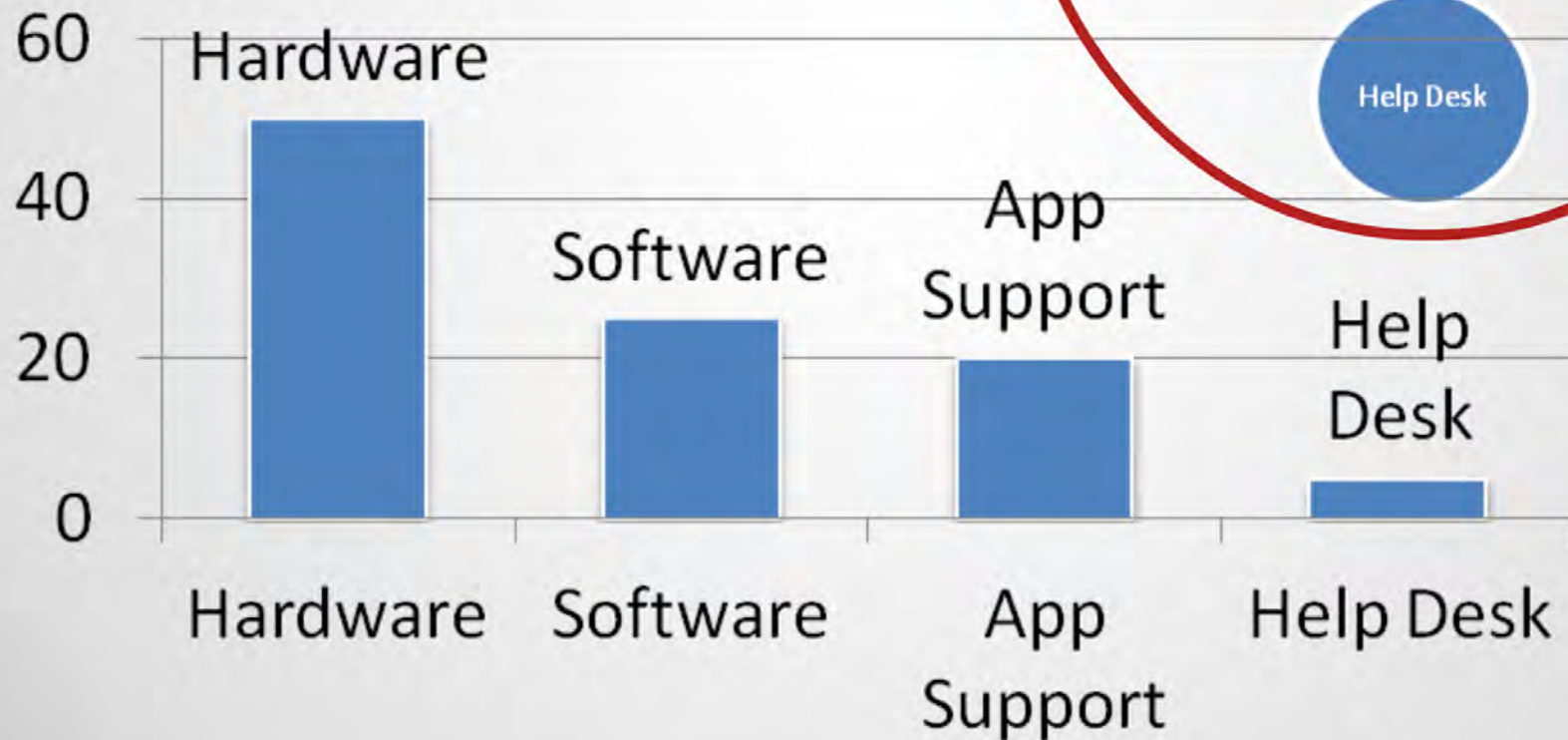
**Proposal  
Management**

# graphics & charts

**Memorable  
Visual interest  
Inexpensive graphics  
Live images  
SnipTool feature**



## Sales



# **The Group Writing Process**

Writers vs. Editors

One Voice Concept

Boilerplate

# compliance matrices

**Definition/Examples  
Building  
Using**

**PROPOSAL MANAGEMENT**

# matrix

Solicitation Section	Solicitation Page Number	Requirement	Proposal Volume	Proposal Section	Proposal Title	Notes	Compliant (✓)
L.6.5	98	Font must be 12pt	All	All	All		
L.7	98	Each factor shall be addressed and tabbed in a separate section	Technical	ALL			✓
L.7	98	Factor 1 Management and Organization Operational Approach and Staffing	Technical				
L.7	98	Subfactor 1(a) Staffing Plan 5 pages			Subfactor 1(a) Staffing Plan 1 5 pages		
L.7.(1)	98	(1) Each category of personnel, including subcontractor personnel, who will be assigned to perform contract tasks. Identify certification and licenses, years of commercial real estate experience related to the requirements of the solicitation, and education and training that shall be required for each category of personnel. Section H includes mandatory minimum experience requirements. The plan shall clearly indicate that proposed personnel will meet these minimum requirements. Their functional duties/responsibilities should be clearly identified. Resumes for specific personnel are not required as part of the staffing plan, except for the key personnel identified under subfactor 2(a).			1.1.1/1.1.2/ 1.1.3	Project Managers/Leasing Personnel/Consultants	
L.7.(2)	98	(2) The approximate number of personnel by category from their firm and subcontractor firms who will be available to perform work on the contract.			1.1.4	Available Personnel	
L.7.(3)	98	(3) Training that will be provided to each category of personnel, including subcontractor personnel to ensure they have a thorough knowledge of contract requirements, Federal laws and regulations that apply to the acquisition of leasehold interests, including critical procurement sensitivity and conflict of interest issues prior to being assigned to work on a task order.			1.1.4	Training	

**PROPOSAL MANAGEMENT**

# Color Team Reviews



Pink, Red, Gold

Strategies for Review

Reviewers

Review Scheduling

---

# production & quality

- ✓ Hardcopy
- ✓ Softcopy
- ✓ Quality Control Methods
- ✓ Internal vs. External Resources

**PROPOSAL MANAGEMENT**

# your schedule

---

**Importance**  
**Building in Word**  
**How to populate**  
**Adherence**  
**What to do if you slip....**

**PROPOSAL MANAGEMENT**





# PROPOSAL SCHEDULE

**January**

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
1	2	3	4	5	6	7
8	9	10	11	12	13 KICK OFF CALL 3PM EST  WRITERS RECEIVE ASSIGNMENTS VIA EMAIL (XY/KIM)	14
15	16	17	18 PRE- PROPOSAL CONFERENCE (XY)  INITIAL DRAFTS DUE TO BASECAMP BY 5PM (ALL WRITERS)	19 PINK TEAM DRAFT CREATED AND DISTRIBUTED TO REVIEWERS (KIM)	20 PRICING DUE TO XY BY 5PM (ALL)  PINK TEAM REVIEW 3PM (XY, XX, XX)  PINK TEAM COMMENTS BACK TO AUTHORS (KIM)	21
22	23 PINK TEAM REVISIONS DUE FROM AUTHORS 5PM	24 RED TEAM DOCUMENT TO REVIEWERS BY 5PM (KIM)	25	26 RED TEAM DOCUMENT TO REVIEWERS BY 11AM (KIM)	27 RED TEAM REVIEW 11 AM (XY, XX, XX, XY, XX)  RED TEAM COMMENTS BACK TO AUTHORS BY 5PM (KIM)	28
29 FINAL DAY TO SUBMIT QUESTIONS	30	31 RED TEAM REVISIONS DUE BY NOON				

**2012**



# PROPOSAL SCHEDULE

**February**

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
			<b>1</b> PROPOSAL EDITING/FOR MATTING (KIM AND ADDITIONAL RESOURCE)	<b>2</b> PROPOSAL EDITING/FOR MATTING (KIM AND ADDITIONAL RESOURCE)  GOLD TEAM REVIEW COPY TO REVIEWERS BY 5PM (KIM)	<b>3</b> PROPOSAL GOLD TEAM REVIEW 11AM (XX, XX, XX, XX)  GOLD TEAM CHANGES MADE (KIM W)	<b>4</b> PROPOSAL FINAL SIGNATURE AND SIGN OFF (XX, XX)
<b>5</b>	<b>6</b> PROPOSAL PRODUCTION (KIM)  PROPOSAL QC (KIM, XX)	<b>7</b> PROPOSAL SENT OUT (KIM)	<b>8</b> PROPOSAL RECEIPT CONFIRMATION	<b>9</b>	<b>10</b> <b>PROPOSAL DUE 2PM LOCAL TIME LITTLE ROCK ARKANSAS (HARD AND SOFT COPIES)</b>	<b>11</b>
<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>			

**2012**

*Presents:*

# Cost Proposal Basics

# Our Focus

**Basic  
Terminology**

**Contract  
Types**

**Cost & Price**

**Elements of  
Cost**

**Sample  
Exercises**

**Pricing to Win**



# \* the FAR

Established to codify uniform policies for acquisition of supplies and services by executive agencies.

# terminology

---

FIXED  
PRICE

IDIQ

Ceiling

Fair and  
Reasonable

TASK  
ORDER

Travel

Fee & Profit

LABOR

BASIS OF  
ESTIMATE

COST  
REIMBURSABLE

FAMILIAR PRICING AND CONTRACT TERMS.....



\*T&M contracts typically involve higher levels of risk for buyers.

▲ = CPPC contract type is illegal in U.S. government contracting

*Solicitations, Bids, Proposals, and Source Selection: Building a Winning Contract*, by Gregory A. Garrett and Gail A. Parrott, CCH, Chicago, IL, 2007, pg. 57

# contract types?



---

# **Fixed Price**

**VS.**

# **Cost Plus**

- ✓ **Most desirable type**
  - ✓ **Minimum risk & burden on Gov**
  - ✓ **Defined Requirements**
  - ✓ **Risk of performance on Contractor**
  - ✓ **Contractor paid upon acceptance of tendered items/ services**
- 

- ✓ **Cost Reimbursement**
- ✓ **Least Desirable type**
- ✓ **Maximum risk & burden on Gov**
- ✓ **Unknown requirements**
- ✓ **Risk of performance on Gov**
- ✓ **Contractor paid for best efforts**

# cost

# vs.

# price

**Cost**: Outlay (as of effort or sacrifice) made to achieve an object. “Expenditure”

**Price**: The amount of money given or set consideration for the sales of a specified thing. FAR definition

>>(FAR 15.401) Cost plus any fee or profit (applicable to the contract type)



**THERE IS A DIFFERENCE.....**

# basics



- + Direct Labor
- + Indirect Labor/Indirect Costs
- + Other Direct Costs (Subs/Equip/Materials/Travel)
- + Market Conditions\*

UNDERSTANDING COSTS DETERMINES A **BETTER**  
PRICE

# key elements

Summary of costs by element  
Breakout of labor costs  
Bill of materials costs



**WHY** IS THIS IMPORTANT?



ELEMENT OF COST	AMOUNT
Engineering Labor	\$400,000
Production Labor	30,000
Direct Labor <u>Overhead@60.0%</u>	25,800
Material	110,000
Material Handling <u>Overhead@5.0%</u>	<u>55,000</u>
Subtotal	620,800
G&A @8.0%	<u>49,664</u>
Estimated Cost	670,464
Profit @10.0%	<u>67,046</u>
<b>Total Price</b>	<b>\$737,510</b>

# cost elements



### ENGINEERING LABOR COSTS

<u>Labor Category</u>	<u>Rate</u>	<u>Hours</u>	<u>Total</u>
Program Manager	\$40.00	1,000	\$ 40,000
Sr. Engineer	\$28.00	9,000	252,000
Jr. Engineer	\$24.00	4,500	108,000
<b>Total Eng Labor</b>			<b>\$400,000</b>

### *Production Labor Cost*

<u>Labor Category</u>	<u>Rate</u>	<u>Hours</u>	<u>Total</u>
Fabrication	\$10.00	2,000	\$ 20,000
Assembly	8.00	1,250	10,000
<b>Total Production Labor</b>			<b>\$ 30,000</b>

# breakdown



## TRAVEL

<u>Cost Element</u>	<u>#of Trips</u>	<u>Days</u>	<u>Cost</u>	<u>Total</u>
Airfare	3	n/a	\$429	\$1,287
Car Rental	1	2	55	105
*Lodging	3	3	120	360
*Incidentals	3	3	40	120
*Mileage	3	n/a	35	35
*Per Diem	3	3	40	<u>120</u>
				<b>\$3,000</b>
				=====

**Assumptions:** Airfare estimated based on coach airfare from Sacramento to Washington, DC July 2012. Telephone quotes available upon request.

*In accordance with Federal Travel Regulations(FTR)\**

# travel costs

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# **pricing to win**

- ✓ **Costs should reflect your technical strategy**
- ✓ **Make sure to set basic assumptions**
- ✓ **Competitive intelligence**
- ✓ **Truly understand your costs**
- ✓ **Establish a ceiling budget for any consulting or subcontractor costs**
- ✓ **State any realized cost savings**
- ✓ **Debrief to perfect the craft**
- ✓ **Give them only what they ask for!**



# Questions

# Thank You

**Capacity**  **Consultants**  
People | Partnership | Creativity | Value

**Additional Info:**

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**Kim Watters, Proposal Principal**

**(855) 810-8102**

**<http://capacityconsultants.com>**