

Special Operations Forces Industry Conference



Tips for Writing Successful Proposals

- Traci Dandeneau – Contract Specialist
- Chris Kernan – Acquisition Attorney
- Sue Griffin – Division Chief
- Kevin Jans – Contracting Officer
- Verdetta Weaver – Contracting Officer



Procurement





Missed Opportunities

Pre-Solicitation Phase

- Contractor has not accessed the SBA website for the available programs (small business planner), tools (monthly chat events, electronic newsletters, podcasts and a myriad of business resources), and services (financial assistance, contract opportunities, disaster assistance, on-line training, etc.)

<http://www.sba.gov/>

- Contractor is unfamiliar with the Federal Business Opportunity (FedBizOps) webpage where buyers may post and vendors may search, monitor and retrieve Federal contracting opportunities

<https://www.fbo.gov/>

- Unaware of Government requirement
- Does not attend any industry day, or pre-solicitation or pre-proposal conferences
- Vendor asks questions too late for the Government to respond prior to proposal closing date.

- Contractor is not registered in Central Contractor Registration (CCR)

<http://www.ccr.gov/>



Step 1: Early Requirement Analysis

- **Access & register in FedBizOps**
 - “Favorites” and “Watch List” features
- **Pre-Solicitation Notices**
 - Identify the supply or service?
 - What is the acquisition strategy?
 - Type of Contract (FAR 16)
 - Acquisition of Commercial Items (FAR 12), Simplified Acquisition Procedures (FAR 13), Sealed Bidding (FAR 14), Contracting by Negotiation (FAR 15), Small Business Set-Asides (FAR 19.5)
 - Delivery Requirements
 - Industry Day/Pre-Solicitation or Pre-Proposal Conferences/Qualification Requirements
 - Opening/Closing Date



Missed Opportunities

Solicitation Review Phase

- **Failure to follow the instructions**
 - Proposal is untimely and/or not in the correct medium
 - Proposal contains extraneous information and/or fails to include the requested information
 - Proposal is incomplete, whereas “fill-ins” representations, certifications, matrices are incomplete, especially in identifying Government Rights to Technical Data (DFAR 252.227-7017)

- **Questions asked relatively close to the proposal due date run the risk of answers not being provided before the closing time.**



Step 2: Solicitation Review

- **I - The Schedule: A – H**
 - A: Solicitation/Contract Form
 - B: Supplies or services and prices/costs
 - C: Description/specifications/statement of work
 - D: Packaging and marking
 - E: Inspection and acceptance
 - F: Deliveries or performance
 - G: Contract Administration Data
 - H: Special contract requirements
- **II - Contract Clauses: I**
- **III - List of Documents, Exhibits & Other Attachments: J**
- **IV - Representations and Instructions: K, L & M**



Missed Opportunities

Submittal Phase

- Failure to recognize and understand the factors and weightings, Preliminary Evaluations and/or Go/No-go criteria
- Technical Area
 - Product samples submitted are not representative of the proposed system, do not work, or have missing pieces/parts
 - Inconsistencies in the Proposal's Technical approach and Pricing proposal; Alternative proposals are incomplete, whereas they fail to provide a thorough technical discussion and the associated pricing
 - Proposal fails to discuss product/service in sufficient detail to demonstrate compliance with the Government's requirement
 - Proposal parrots the Government specification or indicates meeting the Governments requirement
 - Proposal does not include test data to support assertions Past Performance Area
 - Contractors fail to sufficiently provide the required information and often provide inaccurate data



Missed Opportunities

Submittal Phase (cont)

- **Pricing Area**
 - Proposal fails to provide the supporting documentation for Pricing Area (Commercial Price List, Stepladder pricing anomalies, inflation, escalation, CDRLs, discount terms, etc.)
- **Offeror fails to keep abreast of FedBizOps for amendments to the solicitation.**
 - Changes in the specification, proposal instructions, evaluation criteria, proposal due date



Step 3: Identify the Source Selection Process & Technique

- **Basis for Award (Section M/FAR 52.212-2)**
- **Evaluation Criteria (Section M/FAR 52.212-2)**
 - Evaluation Factors and significant subfactors (FAR 15.304)

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Step 3 - Basis for Award

- **Lowest cost/price acceptable proposal**
- **Best Value**
 - Any basis for award which states that factors in addition to cost/price will be considered in some relative order of importance to determine the winning proposal.
 - Allows the government the discretion to determine which proposal offers the best chance of successfully meeting the requirement
 - Trade-off process (FAR 15.101-1): Technical, Past Performance, Cost/Price factors



Step 3 - Evaluation Criteria

TECHNICAL *(Area)*

Product Samples *(Factor)*

Test Results *(Subfactor)*

User Assessment *(Subfactor)*

Specifications *(Subfactor)*

Technical Approach *(Factor)*

Specification Thresholds/Objectives *(Subfactor)*

Management *(Factor)*

Quality Assurance *(Subfactor)*

Subcontracting *(Subfactor)*

Facilities *(Subfactor)*

PAST PERFORMANCE *(Area)*

PRICE *(Area)*

Sample

This information will be placed in Section M or Clause 52.212-2 of the RFP. Relative weights and Criteria will be explained.



Step 4: Follow the instructions and submit the required material

Section L

or

FAR 52.212-1

Instructions to Offerors

Identifies for offerors what they are required to submit



Section M

or

FAR 52.212-2

Evaluation Criteria

Identifies to offerors how the Government is going to evaluate what we have asked offerors to submit



Analysis checklist

- **Early Requirement Analysis**
- **Thorough Solicitation Review**
- **Identify the Source Selection Process & Techniques**
- **Follow the Instructions and Submit the Required Material**



Questions



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