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 UNCLASSIFIED

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/

UNCLASSIFIED

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.



UNCLASSIFIED

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

UNCLASSIFIED

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

UNCLASSIFIED

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

UNCLASSIFIED

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)



UNCLASSIFIED

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



UNCLASSIFIED

Step 3 - Evaluation Criteria

TECHNICAL (Area)

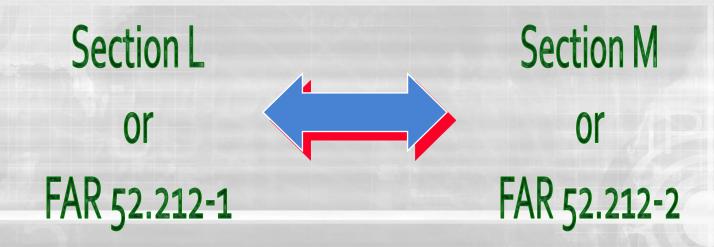
UNCLASSIFIED

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)

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

UNCLASSIFIED

Step 4: Follow the instructions and submit the required material



Instructions to Offerors

Identifies for offerors what they are required to submit

UNCLASSIFIED

Evaluation Criteria

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

UNCLASSIFIED

Analysis checklist

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



UNCLASSIFIED

Questions









