

Technical Proposal Preparation

The Inside Perspective



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AGENDA

1. About the MEDCOM HCAA

2. Preparing a Technical Proposal

a. Where to start

b. Demonstrating capability

c. Prior to submission

3. Unsuccessful offers

4. Conclusion



WHAT WE DO:

- Health Care Acquisitions
- Medical Supplies and Services
- Commercial Contracts [FAR Part 12]
- Request for Proposals (RFP)
 - With the option to conduct discussions and negotiations [FAR Part 15]
- Request for Quotes (RFQ)
 - Simplified Acquisitions [FAR Part 13]



WHAT WE CARE ABOUT:

- Supporting the Warfighter, Warriors in Transition, and the U.S.
- Military Readiness and Mobilization
- Building the Industrial Base
- Obtaining the Best Value



PREPARING A TECHNICAL PROPOSAL

- Technical is only one part of a proposal
- FAR Part 15 requires a KO to evaluate:
 - Price or cost
 - Non-cost evaluation factor - such as
 - Past performance
 - Technical Excellence
 - Management Capability
- FAR Part 13 gives the KO broad discretion
 - May use FAR Part 15 evaluation procedures



WHERE TO START:

- Be sure you are qualified
- Read the entire solicitation
- Ask questions
- Start a fresh proposal
- Organization is key
- Make it easy for the Government to choose you.



WHAT YOU SHOULD FOCUS ON:

- Everything
- FAR Provision 52.212-1, Instructions to Offerors – Commercial Items
- FAR Provision 52.212-2, Evaluation – Commercial Items
- Performance Work Statement (PWS) or Statement of Work (SOW)



HOW TO CONTINUE:

- Start preparing your proposal
- Prepare an outline or matrix
- Attend the Pre-Proposal Conference (if any)
- Prepare a list of questions
 - e-mail them all at once.
- Be patient
- Look for amendments with responses



DEMONSTRATE YOU ARE THE BEST VALUE:

- Your proposal must speak for you
- Tell me how you are going to fulfill my requirement
- Avoid using fluff
- The Cookie Example
 - Details – Who, What, When, Where, How
 - Include equipment and personnel lists
 - Use graphs and diagrams if appropriate



PRIOR TO SUBMISSION:

- Check for amendments
- Make sure you met every last requirement
- Have an objective party review your proposal
- Get it in on time!



IF YOU ARE UNSUCCESSFUL:

- Ask for a debriefing
 - You will get a lot more from a debrief than you will from a protest.
- Be selective with your protests.
- Prepare for the next opportunity!



CONCLUSION:

- CELEBRATE each win.
- LEARN from each loss.
- REMEMBER –
 - as long as the United States stands, there will always be future opportunities with the Federal Government.
- Keep trying!



QUESTIONS?

- Thank you and Best Wishes!