

Technical Proposal Preparation - 2008 SABOC Workshop



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Overview

A blurred background image showing several people in business attire walking through a brightly lit hallway or office space. The image is out of focus, emphasizing the text in the foreground.

- Basics
- Where it all begins
- Your responsibility
- Ask questions
- Suggestions

Basics

- Contracting Officer role/responsibility
 - Only the Contracting Officer communicates with offerors
 - Only individual authorized to bind the government
 - Only individual with authority to conduct negotiations

Basics

- Role of Source Selection Authority - SSA
 - Opening & closing of discussions
 - Release of evaluation notices
 - Selects the best value proposal(s)
 - Competitive range – elimination of offerors
 - Overall responsible

Basics

- Role of evaluation team
 - Appointed by the SSA
 - Responsible for evaluating technical volumes
 - Prepares technical evaluation notices for SSA approval and CO release

Basics

- Air Force Ombudsman
 - Purpose of program is to foster communication
 - Hear concerns about specific issues
 - Communicate concerns to Sr staff
 - Oversight
 - Assist in resolution of concerns

Basics

- What the Air Force Ombudsman is not
 - Does not replace protest process
 - Is not decision maker
 - Cannot direct changes
 - Identified in every contract by clause

Where It All Begins

A blurred background image showing several business professionals in a meeting or conference setting. The image is out of focus, emphasizing the text in the foreground.

- RFI's
- Industry Days
- Market Research
- Pre-proposal conferences
- Strategic Sourcing

Your Responsibility

How many of you read the entire RFP including all attachments and clauses incorporated by reference?

*Read the **entire** Solicitation, attachments & all the amendments – this includes all posted questions and answers*

Ask Questions

Ask Questions – Before RFP closes

- Ambiguities, inconsistencies or lack of clearance guidance
- Never assume – ask for clarifications (challenge evaluation criteria before the closing date)
- Put everything in writing!

Basics

- Pay close attention to bid/offer closing date
 - Don't wait until the last minute to submit –stuff happens
 - Delivery/address to proper location
 - Hand delivery difficult – access to military installation
 - Ultimately your responsibility

Basics

- When Clause FAR 52.215-1, Instruction to Offerors – Competitive Acquisition, (f)(4) – intends to award without discussions – **believe it!**
 - Most favorable terms with initial offer
 - Submit best proposal/price with initial offer
 - Don't rush proposal preparation – no second chances to correct

Basics

- Follow all RFP Instructions
 - Section “L”
 - Page limitation and font size
 - Organize - don't make evaluators hunt for information
 - Answer questions
 - be specific and not colorful
 - Use page limits to **your** advantage – meat not fluff

Basics

Understanding evaluation factors

- Evaluation factors (sub) section “M”
- Most important? Technical/price
 - Low price doesn't always win
 - Best technical proposal doesn't always win
- Lean budgets – lower cost
- Integrated assessments
- Past performance key

Suggestions

- Focus/spend time on review
 - Develop process to resolve issues prior to submitting
 - Assign individual as “devil advocate” to scrub proposal
 - If oral presentation – practice makes perfect
 - Check proposal before submitting – and then check again

Suggestions

- Helpful to have others outside immediate team review proposal and compare to RFP terms
 - Team composition
 - Legal review
 - Purchase dept review
 - Budge dept review
 - Outside consultant
 - Functional Expert

Basics

- Post-award debriefing
 - Submit requests in writing
 - Reasonable response to relevant questions about source selection procedures etc
 - Protest? Only when all else fails
- GAO filing up 6% from FY 2006
 - Sustain rate down 2% from 29% in FY06 to 27% in FY07
- TOs >10M Expanded to GAO

Questions

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Riddle

What do you call a _____



A Golden Retriever!

