



Proposal Writing Training Topics

Day 1

Introduction to the Agency's Procurement Process

This information prepares attendees for a deeper understanding of what happens before the solicitation is published.

The Difference in Approaches Between LPTA and Negotiated RFP's

The proposal writing approach is drastically different for each response.

Reading and Understanding Each Proposal

Although it appears quite simple on its face, many companies fail in this area. Therefore, the end result can be disastrous.

Proposal Development Tips

The development process for each government bid is an essential part of the proposal writing process. Attendees will grasp important concepts and best practices for proposal development.

How to Develop a Sound Compliance Matrix

This is an essential part of the proposal writing process. Many companies are excluded from the competitive range, or their proposals are rejected outright because they were not compliant with the solicitation's requirements.

How to Develop Effective Proposal Outlines

Often overlooked, attendees will see the importance of developing a strategic proposal outline that not only makes their proposal easier to follow but also injects strategies to beat the competition.

In-depth Understanding of the Evaluation Criteria

Many offerors tend to quickly review this area of the solicitation. This is one of the most important aspects of the proposal development stage. Almost 58% percent of proposals receive low evaluation scores simply because they are not aligned with the government's evaluation criteria.

Best Value and Trade-off Evaluations

Understanding how the government conducts its best value and trade-offs can lead to winning proposals, even at a higher price.

Overcoming Past Performance Hurdles

One of the most underrated aspects of proposal writing for government contracts is the importance of past performance. Learn how to develop effective past performance proposals and learn how to avoid costly mistakes seen through published bid protests.

Day 2

Overview of Writing Stronger Technical Proposals

This aspect of the proposal writing and development course brings deeper insight on how to write more effective technical proposals. This includes technical approaches, management and staffing, recruiting and retention, transition plans, risk mitigation, specific tips on responding to the Statement of Work and more.

Using Teaming Agreements and Subcontractors

Many proposals fail simply because small and large businesses often lose out on larger contracts because they try to self-perform and hope that their current past performance references will bridge the gap. This is one area where attendees can learn substantive approaches that increase the win rate.

Case Reviews

Having a birds-eye review of recent cases from GAO will provide attendees with more substantive insight on avoiding costly mistakes during the proposal writing process

Exercises

This proposal writing class will also include hands-on exercises and group participation. This allows for active ideas that can be applied when writing actual proposals.

Question and Answer Session