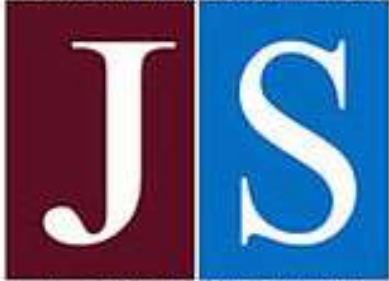


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& ASSOCIATES



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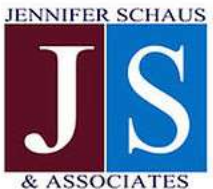
**2<sup>ND</sup> FRIDAY OF EACH MONTH**

**12PM – 1.30PM [EASTERN]**

**CONTENT & LIVE Q&A FROM GOV CON EXPERTS**

**RECORDINGS AVAILABLE AT THE SAME REGISTRATION LINK**

**PPTS AVAILABLE AT [SLIDESHARE.NET](https://www.slideshare.net)**



8 JANUARY: CYBER SECURITY / CMMC

12 FEBRUARY: OTA – OTHER TRANSACTION AUTHORITIES

12 MARCH: BID PROTEST

19 APRIL: TEAMING AGREEMENTS

14 MAY: SUB-CONTRACTING

11 JUNE: SALES AND CAPTURE

9 JULY: PROPOSAL WRITING

13 AUGUST: COMPLIANCE

10 SEPTEMBER: ORAL PRESENTATIONS

8 OCTOBER: SET-ASIDES

12 NOVEMBER: PRICING

10 DECEMBER: M&A

**ABOUT OUR  
CONSULTING SERVICES FOR FEDERAL CONTRACTORS:**

- \* MARKET ANALYSIS
- \* PROPOSAL WRITING
  - \* PRICING
- \* COMPLIANCE / ADMINISTRATION
- \* MARKETING & BUSINESS DEVELOPMENT / CAPTURE
  - \* GSA SCHEDULE

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**ABOUT OUR  
FED GOV CONTRACTORS NEWSLETTER :**

- \* DISTRIBUTED MONDAYS 11AM EST
- \* REACHES 23K+ FEDERAL CONTRACTORS
- \* VOLUME DISCOUNTS
- \* ADDITIONAL DISCOUNTS FOR MONTH OF MAY
- \* CONTACT [HELLO@JENNIFERSCHAUS.COM](mailto:HELLO@JENNIFERSCHAUS.COM) FOR DETAILS

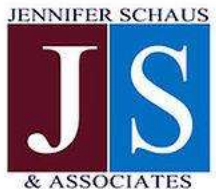
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## ABOUT OUR UPCOMING EVENTS / WEBINARS

EVERY WEDNESDAY 12PM EST – DFARS – DEFENSE  
CONTRACTING - COMPLIMENTARY

**AUGUST 4 (11AM)** – FAR PART 52 – REPS & CERTS:  
[HTTPS://REGISTER.GOTOWEBINAR.COM/REGISTER/6790291  
758870309904](https://register.gotowebinar.com/register/6790291758870309904)

**AUGUST 11 (11AM)** – DFARS PART 252 – REPS & CERTS:  
[HTTPS://REGISTER.GOTOWEBINAR.COM/REGISTER/184  
094436499472](https://register.gotowebinar.com/register/184094436499472)





Helping business do business with government

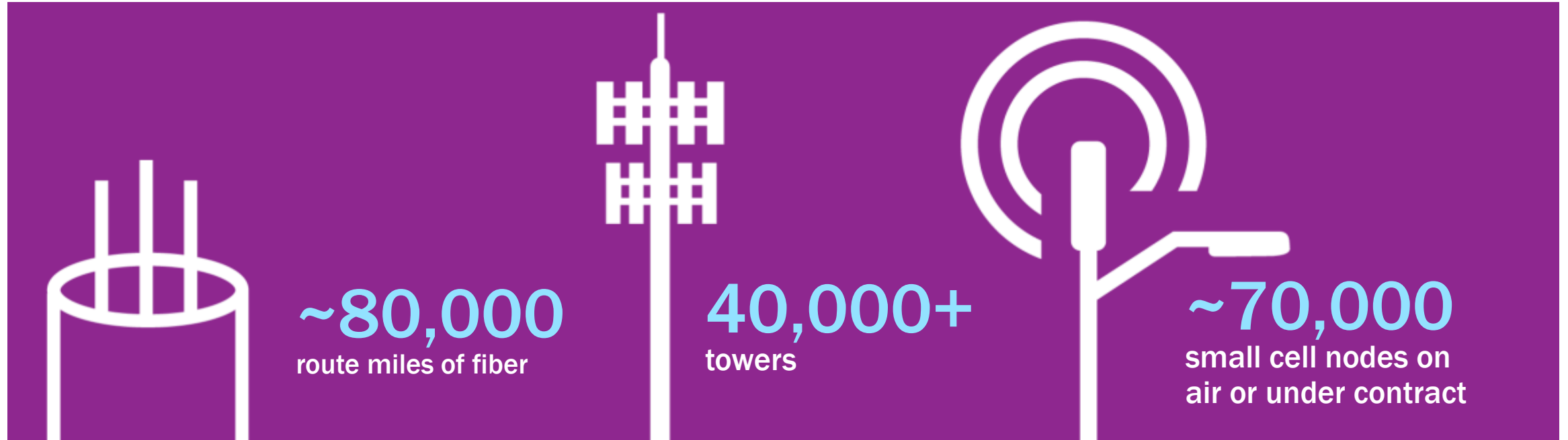
- ✓ Full training calendar: [virginiaptac.org](http://virginiaptac.org) & [useful links](#)
- ✓ Register for free counseling: <https://virginiaptac.org/services/counseling/>
- ✓ Your “one stop” shop for Government Contracting assistance
- ✓ Reach us at [ptac@gmu.edu](mailto:ptac@gmu.edu) or 703-277-7750

This procurement technical assistance center is funded in part through a cooperative agreement with the [Defense Logistics Agency](#).





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Peter O'Brien, Business Development Manager – Fiber

[Peter.Obrien@crowncastle.com](mailto:Peter.Obrien@crowncastle.com)

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**JULY 9, 2021**

# **PROPOSAL WRITING**

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WELCOME & THANK YOU TO OUR  
PARTICIPANTS



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**JULY 9, 2021 – PROPOSAL WRITING**



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**505-259-8485**



The Contract Coach

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# **PROPOSAL WRITING**



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## Legal Considerations

### Clarify ambiguous provisions or live with them later

- Patent v. latent ambiguity

### What seems minor can be major

- Failing to follow instructions will prove fatal

### Bait and Switch

- Availability of Key Personnel always considered a material requirement of a solicitation
- If an offeror *has actual knowledge* that a key person will not be able to perform the duties of the key position, the company has a duty to inform the agency
- Notwithstanding the offeror's honesty, agency can still eliminate offeror from the competition, but it also can conduct discussion



JULY 9, 2021 – PROPOSAL WRITING

## Legal Considerations *cont.*

### Ostensible subcontractor rule

- Small business prime whose proposal demonstrates that small business prime will rely on large business subcontractor's personnel to perform "primary and vital duties" of prime contract is ineligible for small business set-aside contract



JULY 9, 2021 – PROPOSAL WRITING

## Legal Considerations *cont.*

**Submission of a proposal to a federal agency = a statement to the Government the falsity of which is subject to criminal prosecution**

- Availability of Key Personnel
- Representations and Certifications
  - Small Business Set-Asides
    - Small Business Size and Status
      - Contract v. Task Order
      - Recertification responsibilities



JULY 9, 2021 – PROPOSAL WRITING

## Develop Outline and Template(s)

An outline is a critical tool when it comes to proposal writing and development. An outline should be developed by the Proposal Manager and agreed upon by committee prior to any real content development and writing. The outline should not change after Pink Team.

### An outline will:

- Help you organize the solicitation requirements
- Keep your writer focused
- Save time when checking for compliance

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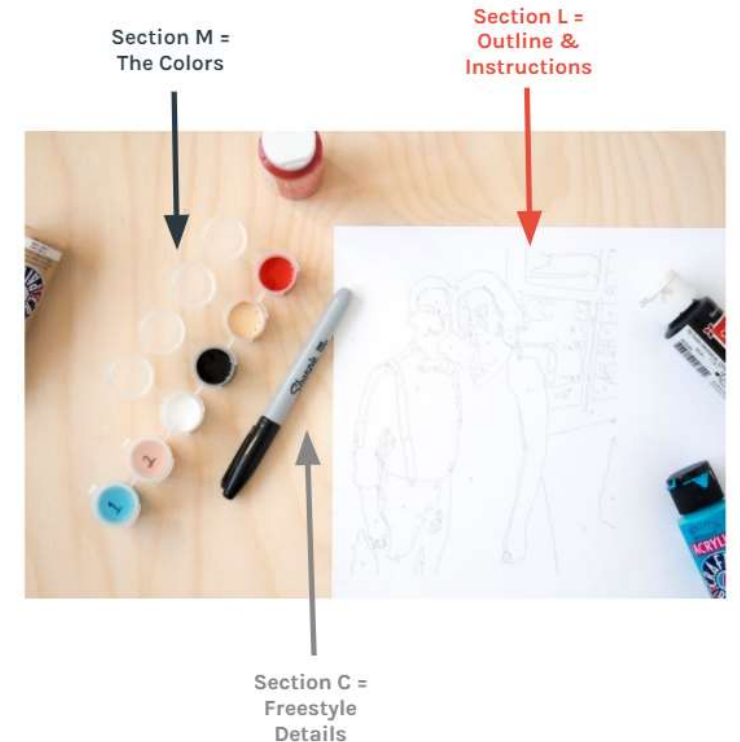
There are 3 main types of outlines to choose from:

1. Summary Outline
2. Compliance Outline/Matrix
3. Annotated Outline (Writing Template)

Outlines are driven by Section L, threaded by Section M, and informed by Section C.

*WHEN OUTLINING A SOLICITATION WE LIKE TO THINK OF IT LIKE A PAINT*

*-BY-NUMBERS EXERCISE...*



JULY 9, 2021 – PROPOSAL WRITING

## Proposal Writing & Compliance

To set a base line, it's important to understand:

- **Clear writing** is simple, concise, easy to read language is easy for everyone to understand
- **Compliant writing** follows instructions and ensures your bid will be evaluated
- **Responsive writing** answers the RFX question(s) and develops your company's deeper connection with the reader



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## Proposal Writing & Compliance *cont.*

### Getting Started

- Never start from a blank page, use the RFX
  - If you're the proposal manager or the writer, an annotated outline is always your best friend to ensure compliance
  - At the same time, don't just regurgitate the RFX language; think about how you will actually achieve what's being asked (who, what, when, where, why)
- Use your compliance reviewers; they may feel like enemies but are really your strongest ally
- Ask questions if you're not sure, especially when working with SMEs
  - A SME may understand the RFX language differently than a proposal writer or manager, ask questions to verify and clarify



JULY 9, 2021 – PROPOSAL WRITING

## Proposal Writing & Compliance *cont.*

### Reviews

- Review, review, review
  - Always review your content for compliance yourself, first
  - Embrace compliance reviews and try to get them done more than one (or by more than one reviewer depending on the complexity and or strategic value of the opportunity)
  - Use the color review process and understand end goal
  - Ask for earlier executive reviews and feedback if you find they're coming in late



JULY 9, 2021 – PROPOSAL WRITING

## Co Perspective

### 1. Make it easy for the evaluator to give you a maximum score

- Align your proposal and your solution to the solicitation – don't try to sell me something that I didn't ask for... meet MY requirements not what you happen to have on the shelf.
- Answer the question(s) being asked directly, clearly and to the point.
- Define acronyms the first time they appear and include a list of abbreviations.
- Do Not 'filibuster' – long wordy answers waste my time and put me to sleep.
- Make and use a compliance matrix that cross-references the solicitation requirements to your proposal ... if I can't find your answer you won't get credit.
- Write for your audience – avoid marketing gobbledygook and technical jargon – unless you are writing for a specific audience that expects it.



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## Co Perspective

2. **Be sure you are submitting a compliant proposal ... Sometimes winning simply means “NOT losing”**
- Follow the instructions in Sections L & M of the solicitation
  - Make sure you have included all attachments and additional information required by the solicitation
  - Don't send me on an Easter Egg hunt looking for information
    - Use paragraph headings and titles to identify key information
    - Write for understanding – leave your PhD vocabulary at the door and focus on getting your point across.
  - Submit in a timely manner – if you're late then you're pretty much done



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## Co Perspective

### 3. Details, Details, Details

- Make sure you do a thorough Quality check prior to submittal
  - Editorial
  - Compliance
  - Administrative
- If possible, use a pricing tool to create cost or pricing data in preference to Excel
- Scrutinize every piece of art in the document to ensure it aligns with the proposal text ... watch out for marketing's favorite infographic that only they understand.

### 4. I'm hungry ... feed me meat and potatoes and 'stick-to-your ribs' food ... not haute Cuisine



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CAN AN AGENCY'S DISQUALIFICATION OF AN OFFER FOR A MINOR PROPOSAL  
ERROR BE GROUNDS FOR A WINNING PROTEST?

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703-942-6746



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HOW CAN I GET MY TECHNICAL SMES TO WRITE OUR PROPOSALS?

LISA SHEA MUNDT

[LISA.S.MUNDT@PULSEGOVCON.COM](mailto:LISA.S.MUNDT@PULSEGOVCON.COM)



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WHAT'S THE DIFFERENCE BETWEEN RESPONSIVE AND COMPLIANT WRITING?

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**571-328-8256**



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IF I WANTED TO DO ONE THING TO IMPROVE MY PROPOSAL SCORE  
WHAT WOULD THAT BE?

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WHAT PROPOSAL MISTAKES CAUSE CONTRACT AWARDEES TO LOSE PROTESTS  
AGAINST THE CONTRACT AWARD MOST OFTEN?

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WHY IS PROPER DESKTOP PUBLISHING AN IMPORTANT PART OF THE PROPOSAL  
WRITING PROCESS?

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HOW CAN A POORLY WRITTEN PROPOSAL IMPACT COMPLIANCE?

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JULY 9, 2021 – PROPOSAL WRITING

WHAT'S THE ONE BIG MISTAKE YOU SEE CLIENTS MAKE?

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**NOW OPEN FOR AUDIENCE QUESTIONS**



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THANK YOU FOR ATTENDING

THANK YOU TO OUR SPEAKERS

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ADDITIONAL QUESTIONS FOR OUR SPEAKERS

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**LISA MUNDT**

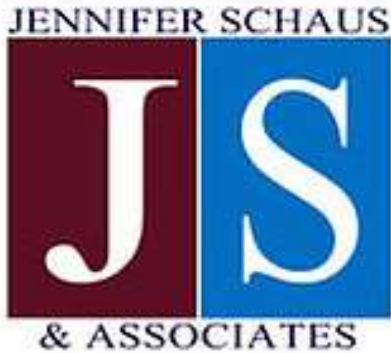
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