



# Writing Winning Proposals

*Chuck Wingerter*  
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# Overview

- Understanding the Acquisition Environment
- Contract Type
- Balance
- Past Performance
- Source Selection Process
- Participation

# Disclaimer

- The information presented in this briefing is intended to generally inform the audience to provide a better understanding of the competitive selection process. The information presented does not reflect any specific source selection/evaluation, past present or future and does not guarantee that success when competing in a source selection. When competing in a source selection, Contractors should propose to the specific requirements of the solicitation for that requirement.

**Magic Formula**



**Do you gotta know  
someone**

**Is there a  
Special Club**

# Acquisition Approach

- Understand the Acquisition Environment
- Best Value Continuum
  - Full Trade-off
  - Performance Price Trade-off
  - Lowest Price Technically Acceptable

# Acquisition Approach

- Full Trade-off
  - The objective of source selection is to select the proposal that represents the best value to the government
  - Trade-offs are allowed
  - Risk areas are assessed
    - Proposal, Price, Performance, etc...
  - Understanding the requirement is crucial
  - Bang for the Buck

# Acquisition Approach

- Performance Price Trade-off
  - The PPT process is a simplified best value source selection strategy that permits a tradeoff between price and performance in reaching the award decision.
  - Understanding the requirement is crucial
  - Technical Pass/Fail
  - Tends to minimize proposal commitment in order to keep price low

# Acquisition Approach

- Lowest Price Technically Acceptable
  - Appropriate when best value is expected to result from selection of the technically acceptable proposal with the lowest evaluated price
  - Understanding the requirement is crucial
  - Tradeoffs are not permitted
  - Firm Requirement
  - Tends to minimize proposal commitment in order to keep price low

# Contract Type

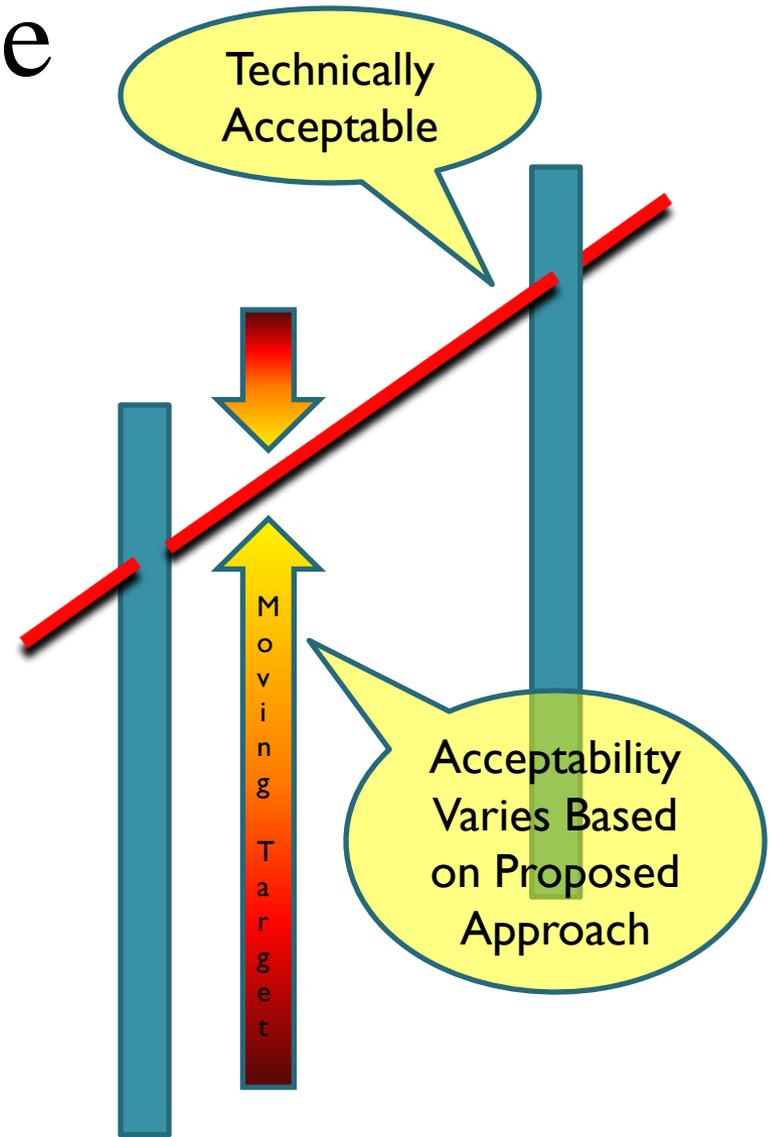
- Incentive Type
  - Award/Incentive Fee
  - Fixed Price/Cost
- Firm Fixed Price
  - Seeing More FFP
  - Risk is on Contractor
  - Balance – Price and Performance

# Acquisition Environment

- Scenario:
- Performance Price Trade-off
  - This is a competitive best value source selection in which competing Offerors' past performance history will be evaluated on a basis *significantly more important than* price considerations. However, price will contribute substantially to the selection decision.
- Firm Fixed Price
  - Risk is on Contractor
  - Balance – Price and Performance

# Balance

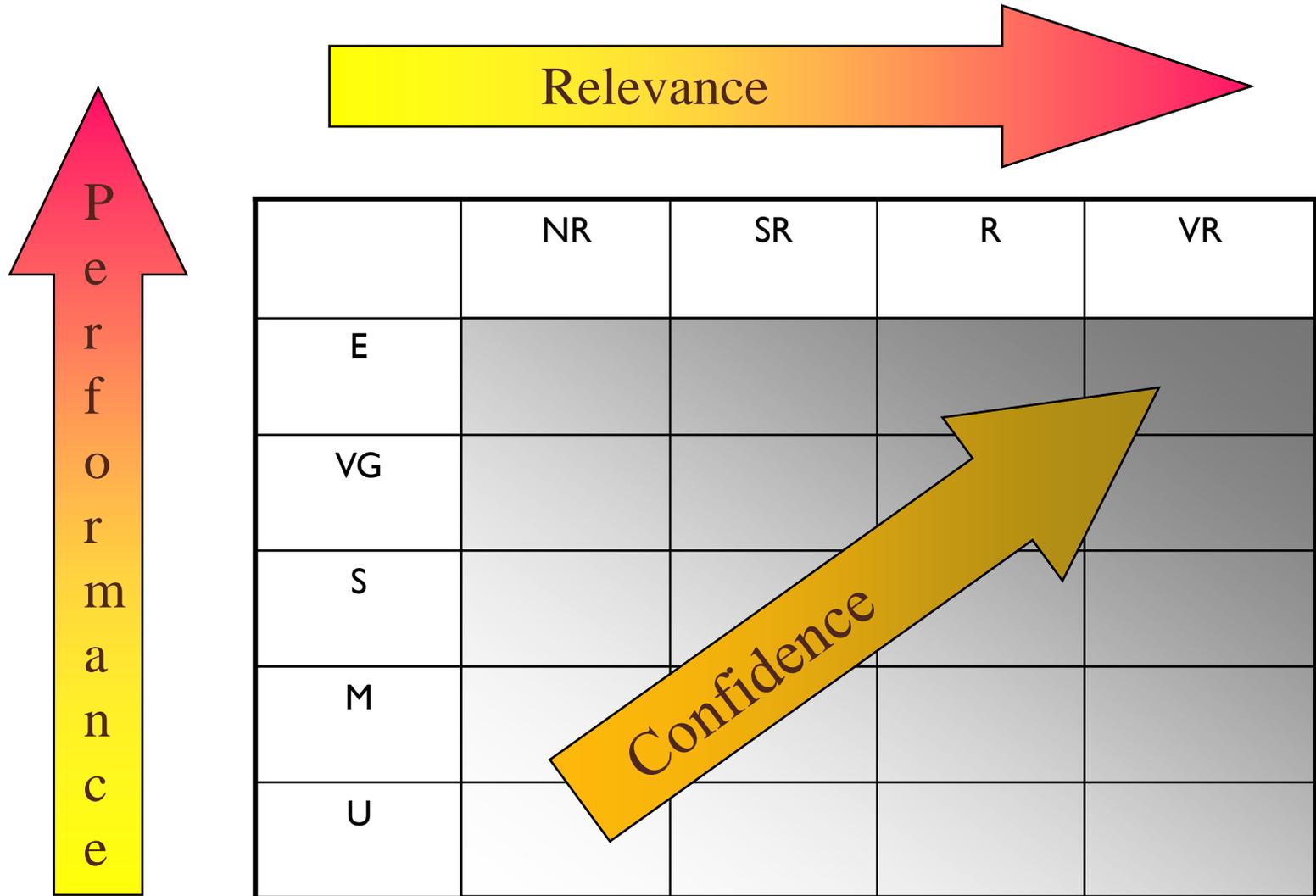
- Standard for Technically acceptable varies based on proposed approach
- Proposal should target the bar
  - Moving Target
  - Above the bar \$\$\$
  - Below the bar
- Be sure you can perform at the proposed price



# Performance History

- Manage Past Performance History
- Past Performance Information part acquisition process
  - Full Trade-Off
  - Performance Price Trade-Off
  - Lowest Price Technically Acceptable

# Performance Assessment Premise



# Adverse Past Performance

## WHAT IS ADVERSE PAST PERFORMANCE?

- PP information that supports a less than satisfactory rating on any evaluation aspect (Marginal or Unsatisfactory)
- Any unfavorable information received from sources without a formal rating system
- Negatively impacts an offeror's rating

# Adverse Past Performance

If Adverse Past Performance; Gov't Teams Should

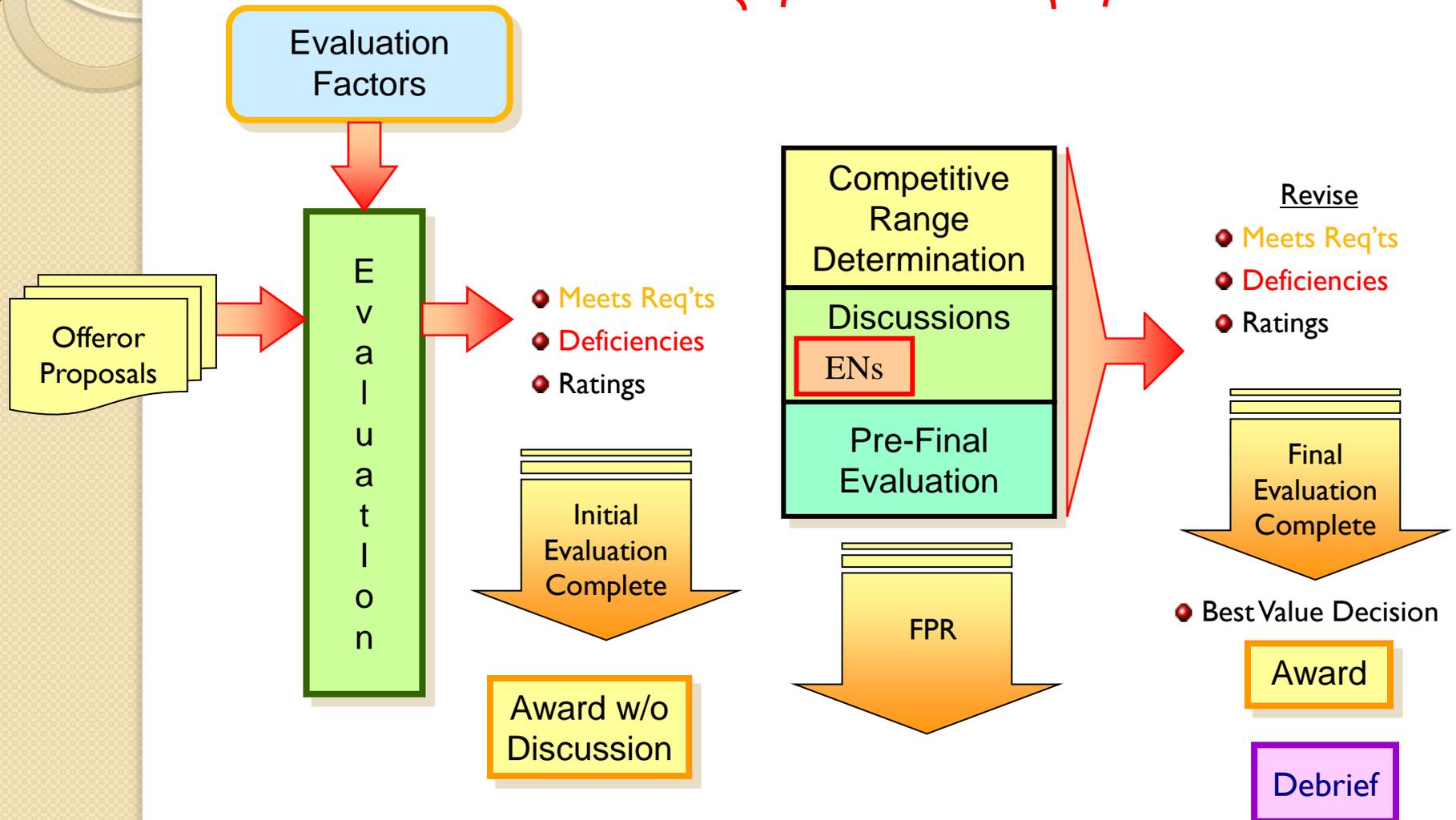
- Consider the number and severity of the problems
- Consider the appropriateness and effectiveness of any corrective actions completed (not just planned or promised)
- Review recent contracts or performance evaluations to
  - Ensure corrective actions have been implemented
  - Evaluate effectiveness of corrective actions
- Ensure the Offeror has had opportunity to respond
- Evaluate Offeror's response and document

# Source Selection Process Overview

## Initial Evaluation

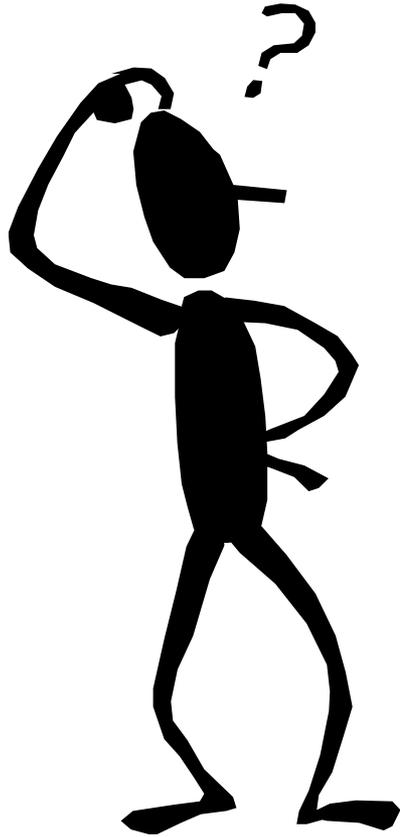
## Discussions

## Final Evaluation



# Participation

- Participate in the Pre-Solicitation Activities
  - Answer RFI
  - Respond to notices asking for Feedback
- Propose to the Solicitation Requirements
- Understand the Requirement
  - If you don't understand what they are asking for you can't hit the target
  - Ask questions to clarify vague requirements



# Questions