



U.S. General Services Administration

## Federal Acquisition Service

# Doing Business with the Federal Government

Remembering the Little Things

Part 4: Preparing Your Proposal or Quote

## Myth Busting

**when it comes to  
my proposal -  
If some company  
information is  
good more has  
got to be better**



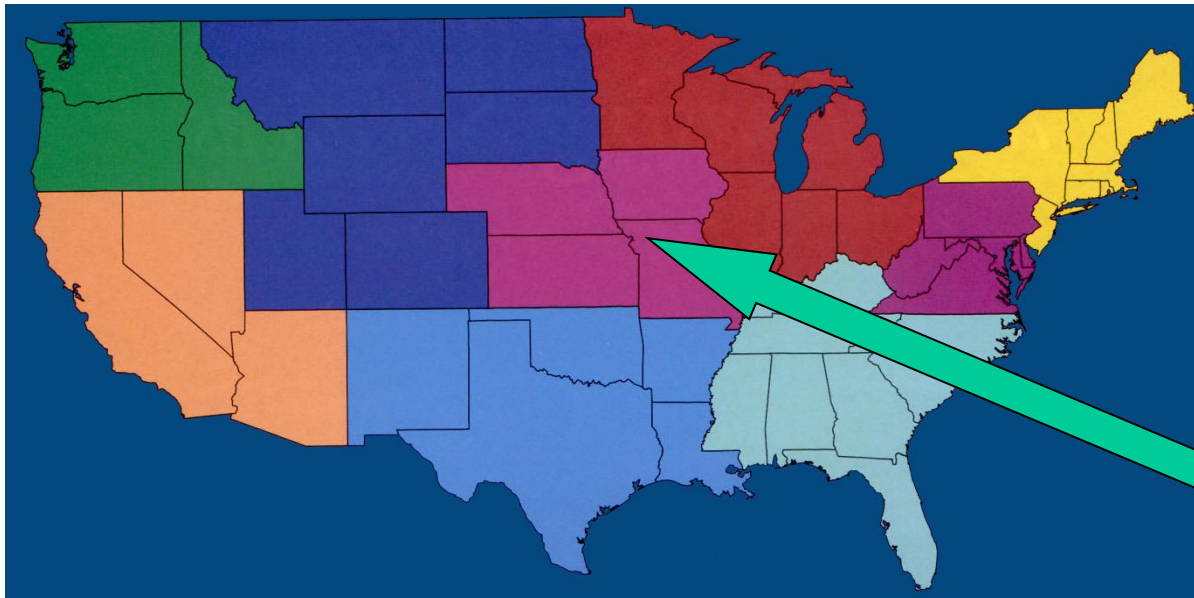


U.S. General Services Administration

## *GSA Acquisition Centers*

Federal Acquisition Service

**The GSA landscape is broken into 11 different regions**



**GSA  
Region 6  
Schedules  
03FAC,  
51V,  
70**



## Customer and Stakeholder Engagement

# Working with the Federal Government

## Remembering the Little Things

The right details  
create the big picture

- Sanford I. Weill

## Customer and Stakeholder Engagement

# Working with the Federal Government

### Remembering the Little Things

- ! Read the solicitation, read the solicitation, read the solicitation ....
- ! The business card proposal
- ! Bells and whistles are really just bells and whistles
- ! Relevant Past Performance
- ! Proposal Review – It is never its best the first time
- ! Time is your enemy, time is your friend



## Reading the Solicitation

- ! Proposal Preparation should be a team effort
- ! The solicitation – Read, Read, Read
  - Read individually – form questions then put it away
  - Read individually – form/answer questions, put it away
  - Read individually – form/answer questions, put it away
  - Discuss/answer questions as a team
  - Clearly communicate unanswered questions to contracting officer



## Reading the Solicitation

- ! Meet as a team –
  - Discuss and clarify solicitation requirements
  - Outline solicitation requirements
  - Assign responsibilities
  - Create Milestones – timeline
  - Section reviews



## The Business Card Proposal



**If you had to submit your proposal so that it fit on a business card what would you submit?**

- Solicitation requirements
- Who you are, what you do, contact information (brevity)
- Seeing the forest through the trees
  - Sometimes there is a need to step back
  - See you company through your employees eyes



# Bells and Whistles



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"So how much for it without all the bells and whistles?"

## Bells and Whistles

# Bells and whistles are just bells and whistles

- Talk to the solicitation requirements
- Doing your own thing can be costly
- Relevant information not your latest and greatest item
  - Stay focused to government's need
  - Don't pitch divisions or branches not related to task



## Relevant Past Performance



**It is not what you have done – it is have you done anything similar.**

- Relevant past performance
  - Similar work
  - Similar Dollar value
- Clear, organized, details – correct points of contact (IDIQ)
  - Speed sheet – Create and maintain
  - Distinguish government and non-government
- No past performance is neutral past performance



# Proposal Review

## ➤ Team effort

- **More eyes vs two eyes**
- Review each section separate
- Form in the order described in the solicitation
- Review completed proposal
- Give us what we want not what you want



## Times is Your Enemy – Time is Your Friend

- Offerors are responsible for submitting proposals, and any modification, or revisions, so as to reach the Government office designated in the solicitation by the time specified in the solicitation.
  - Early submission of proposals is recommended
  - Late proposals considered only as directed by FAR
  
- If no time is specified in the solicitation, the time for receipt is 4:30 p.m., local time, for the designated Government office on the date that proposal or revision is due.



## Times is Your Enemy – Time is Your Friend

- Any proposal, modification, or revision received at the Government office designated in the solicitation after the exact time specified for receipt of offers is “late” and will not be considered unless:
  - it is received before award is made,
  - The Contracting Officer determines that accepting the late offer would not unduly delay the acquisition; **and** –



## Times is Your Enemy – Time is Your Friend

- (1) If it was transmitted through an electronic commerce method authorized by the solicitation
  - It was received at the initial point of entry to the Government infrastructure not later than 5:00 p.m. one working day prior to the date specified for receipt of proposals; or



## Times is Your Enemy – Time is Your Friend

- (2) There is acceptable evidence to establish that it was received at the Government installation designated for receipt of offers and was under the Government's control prior to the time set for receipt of offers; or
- (3) It is the only proposal received.
- (B) However, a late modification of an **otherwise successful** proposal that makes its terms more favorable to the Government, will be considered at any time it is received and may be accepted.





## Times is Your Enemy – Time is Your Friend

- Milestones and Target dates should be visible
- Closing date and time is not submission date and time



*If you cannot  
make time for the  
proposal you do  
not have time for  
the work*



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