



Strategy for Success Best Value Proposal Process

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Best Value Defined



Expected outcome of an acquisition that provides the ***greatest overall benefit*** in response to the requirement



Layman's Terms



“Best bang for the buck”



What Does That Really Mean?



- Design Build 2-Phase Process
- Phase 1 - Request offeror's qualification
- Select up to five (5) offers
- Phase 2 - Request offeror's technical solution
- Evaluate technical solution
- Perform trade-off between cost and non-cost factors



What do I do first?

- Watch FedBizOpps for the synopsis
- Register in FeDTeDs @ www.fedteds.gov
- Download the solicitation
- Read the solicitation **COVER TO COVER**
- Pay particular attention to
 - Section 110 “Phase 1 Proposal Submission Requirements and Evaluation Criteria”
 - Section 120 “Phase 2 Proposal Submission Requirements and Evaluation Criteria”



Successful Strategies



- Know Submission Requirements
 - Understand requirements
 - Breakdown the question
 - Address each issue
 - Leave no room for evaluator question
- Ask when you don't understand
- Partner with firms that compliment your qualifications
- Write a winning proposal



Write the Winning Proposal



- Tailor your proposal to the requirement
 - Adding information beyond what is required doesn't help
 - ✓ Pre-printed brochures not desirable
 - Not submitting information will hurt
 - ✓ Do not assume you will be given “credit” for past success
- Do not simply parrot the RFP



Write the Winning Proposal



- Emphasize the strengths of your firm that solve the Government's need
- Provide a solution that is linked to past performance successes
- Get to the point
 - Avoid elaborate and/or drawn-out explanations
 - Be mindful of the page limitations



Write the Winning Proposal



- Provide good past performance information
 - Verify POCs and phone numbers
 - Identify the person with the most knowledge
 - Let the POC know that they may be called



Write the Winning Proposal



- Address performance issues
 - Don't wait for Government to discover
 - Explain issue
 - Describe steps to resolution
 - State the outcome



Write the Winning Proposal



- Be specific and quantify
 - Provides credibility
- Use bulleted items or lists to highlight points
- Use an active voice
- Use varying sentence structures and paragraphs



Concluding the Process



- Re-read the solicitation
 - Ensure that all aspects of the requirements have been addressed in your proposal
- Make sure your proposal is consistent
 - Do not flip back and forth between technical solutions



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- You are responsible for the Quality of your proposal
 - Make a check list of submission requirements
 - Make a cross reference checklist between Section 110/120 and the Scope of Work to your proposal
 - Your proposal will be part of the contract and is binding
 - ✓ Quality counts



Dotting the I's

- Obtain DUNS number from DUN and Bradstreet
- Register in Central Contractor Registration (CCR) database
- Complete online Representations and Certifications @ www.orca.gov
- Secure bonding
- Ensure financial statements are in order



Crossing the T's



- Complete the Standard Form 1442
 - Offer and Award form
- Double check offer
- Submit the best offer
 - Do not assume you will be given an opportunity to conduct discussions or negotiate
- Submit the offer on time