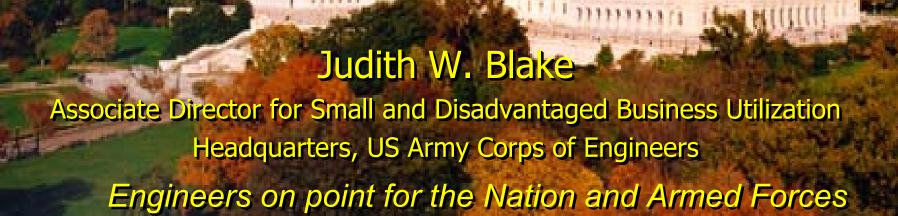


Source Selection in Best Value Contracts "Secrets for Success"





Agenda

- Before the solicitation is issued
- When the solicitation is issued
- Two secrets leading to best-value success
 - Writing the proposal
 - Reviewing the proposal
- A "checklist" for success
- Points of contact



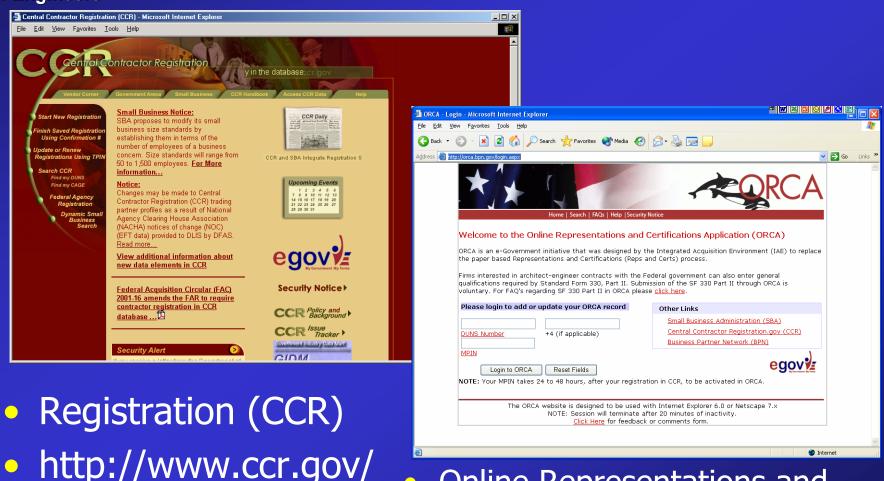
Before Solicitation - Respond to "Sources Sought"

- Sources sought synopses are government's means of testing the marketplace for potential set-asides
- Sometimes used to determine whether a certain "approach" is feasible
- Sometimes used to determine if new technologies or processes are available
- Respond with proof you can do the job



US Army Corps of Engineers

Have Current Information on File



- Online Representations and Certifications
 - http://orca.bpn.gov/login.aspx



Respond to "Notice of Intent"

- Has the government decided to go "sole source"?
- If so, they will tell you in a FedBizOpps synopsis, including
 - Nature of the work
 - Company they intend to make award to
- If your company can do the job contact the contracting officer immediately
- Be prepared to demonstrate your ability to meet requirements and time frames



Pre-Solicitation, Review the Synopsis

- Is this job a "fit" for my company?
- Can I honestly say "I will not fail?"
- If not, what is my company lacking to be the "best qualified" to do this job?
- Can I team or joint venture or subcontract to get the "missing element?" into the proposal?
- What risks do I face if I win this job?
- How much is it going to cost (time/money) to prepare this proposal?
- Balance risks/rewards -- is it "worth it"?



Pre-Solicitation Tips

- Help your customer with "market research"
 - Federal Acquisition Regulation Part 10
 - Federal Acquisition Regulation Part 7
- If a draft RFP is used read it immediately and offer assistance/suggestions
- Attend pre-solicitation conferences or get results from contracting officer



When the Solicitation is Issued

- Immediately review the solicitation
- What result does the government want?
- Get proposal team together and find out:
 - What assumptions would we need to make to write this proposal TODAY?
 - What are the most cost-effective ways to achieve the results desired?
 - What are the most time-effective ways to achieve the results desired
 - Are there restrictions in the solicitation that would keep you from doing the job the most cost-effective or time-effective way?
- Ask questions/suggest changes as necessary



The SECRET to Writing Your Proposal

- Follow Cheryl Anderson's advice!
- And at every single step of the way use the secret edge that will make you a winner:

What are they

TWO REC 2000117



The SECRET to Reviewing Your Proposal

- Relevant information
- Compelling presentation of the facts
- Offer solutions
 - Demonstrate how your proposal solves all the "worries"
 - How your company will manage all the risks
- Support your assertions:
 - Enough detail to assure the government can tell you understand
 - And that you WILL DO what is required
 - Where possible achieve MORE in areas with high "worry factor"



Checklist for Success

- Know your company and know your partner firms
- Do your homework pre-solicitation and at solicitation issuance
- Ask the "worry question"
- Provide solutions that will leave evaluators feeling less worried
- Write proposals that include information that is
 - Relevant
 - Compelling
 - Solutions based
 - Supported with facts/details
- Review the proposal
- Prove that you leave satisfied customers wherever you go



How to Reach the HQ

- Telephone202-761-8789
- Facsimile
 - **-** 202-761-4609
- E-mail
 - SmallBusiness@HQ02.usace.army.mil
 - judith.w.blake@usace.army.mil
- The Corps of Engineers Web Site
 - www.usace.army.mil
- USACE Small Business Web
 - http://www.hq.usace.army.mil/hqsb/

