



# PIECES OF THE PROPOSAL PUZZLE

Presented by the

**Wisconsin Procurement Institute**

March 9, 2016



---

**Providing expert technical  
assistance to  
FEDERAL, STATE and LOCAL  
GOVERNMENT  
Contractors  
And Subcontractors**

---

**A Procurement Technical  
Assistance Center (PTAC)  
Serving the Wisconsin Business  
Community**

**WPI Offices located at:**

**Milwaukee County Research Park**

10437 Innovation Drive, Suite 320

Milwaukee, WI 53226

414-270-3600 FAX: 414-270-3610

**Juneau County Economic Development Corp.**

122 Main St - Camp Douglas, WI 54618

608-427-2455 FAX: 608-427-2086

**Western Dairyland EOC, Inc.**

418 Wisconsin St. - Eau Claire WI 54703

608-427-2455 FAX: 608-427-2086

**Fox Valley Technical College – DJ Bordini Center**

5 Systems Drive – Appleton WI 54912

920-840-3771 FAX: 414-270-3610

**Racine County Economic Development Corporation – Launch Box**

141 Main Street, Suite 2, Racine, WI 53403

414-270-3600 FAX: 414-270-3610

**Madison Enterprise Center**

100 S. Baldwin St., Madison, WI 53703

608-444-0047 FAX: 414-270-3610

**Food Enterprise & Economic Development (FEED)**

1219 N. Sherman Ave., Madison, WI 53704

608-444-0047 FAX: 414-270-3610

**Wausau Region Chamber of Commerce**

200 Washington Street, Wausau, WI 54403

920-456-9990 FAX: 414-270-3610

**[www.wispro.org](http://www.wispro.org) - [info@wispro.org](mailto:info@wispro.org)**

**CLICK HERE TO VIEW WPI'S CURRENT NEWSLETTER**

**UPCOMING EVENTS**



MARCH 9 2016  
SOCIETY OF AMERICAN MILITARY ENGINEERS (SAME)  
MIDWEST SMALL BUSINESS EXPO  
NORTHBROOK, IL »

MARCH 15 2016  
ACQUISITION HOUR - PROTEST IN FEDERAL  
PROCUREMENT – AN OVERVIEW

MARCH 24 2016  
GOVERNMENT CONTRACTING OPPORTUNITIES FOR  
SMALL BUSINESS  
LADYSMITH »

MARCH 29 2016  
ACQUISITION HOUR - INTELLECTUAL PROPERTY AND  
GOVERNMENT CONTRACTS

MARCH 30 2016  
ACQUISITION HOUR - UPDATE IN THE HOUR WAGE  
LABOR LAW

**CURRENT OPPORTUNITIES (8)**



**GET STARTED WITH THE BASICS**

Questions & answers on how to get started.

GET STARTED

**SIGN-UP FOR OUR NEWSLETTER**

Stay up-to-date with the latest WPI news.

SIGN UP

**HAVE A QUESTION? WE'RE HERE TO HELP.**

One of our staff of experts is available to answer your questions.

GET HELP

## GET STARTED WITH THE BASICS

Questions & answers on how to get started.

[GET STARTED](#)

## SIGN-UP FOR OUR NEWSLETTER

Stay up-to-date with the latest WPI news.

[SIGN UP](#)

## HAVE A QUESTION? WE'RE HERE TO HELP.

One of our staff of experts is available to answer your questions.

[GET HELP](#)

## SERVICES OFFERED BY WPI

- FREE Bid Matching Services
- Individual Counseling and Assistance
- Locating Local, State and Federal Opportunities
- Government Market Strategy Development
- Training in use of Government websites and tools
- Assistance with System for Award Management (SAM) Registration
- Assisting in Market Research Process
- Development of Market Profile
- Small Business Subcontracting Plans-Development, Outreach and Reporting
- Small Group Training
- Outreach and training with Local, State and Federal agencies
- Assist with Pre and Post Award Functions
- Assistance with Agency Specific Contracting Requirements
- Assistance with Contracting Regulations and Requirements, including FAR, DFAR, CFR
- Assistance with GSA Schedule Preparation and Administration
- Assistance with Local, State and Federal Certifications, including:
  - Service Disabled & Veteran Owned Small Business, HUBZone, Woman Owned Small Business, 8(a) Business Development Program
  - State
  - Local
  - DBE
- Bid Review and Submission Assistance
- Proposal and Assistance, Review and Submission Assistance
- Capabilities Statement and Related Government Marketing Material Development
- Assistance in Locating and Developing Teaming Partners and Subcontractors
- Updated Government Market Information

---

Wisconsin Procurement Institute  
10437 Innovation Dr., Suite 320  
Milwaukee, WI 53226  
Telephone 414-270-3600  
FAX 414-270-3610  
[www.wispro.org](http://www.wispro.org)  
Executive Director – Aina Vilumsons  
[info@wispro.org](mailto:info@wispro.org)

# What we will Cover Today

- What's Next
- Proposal Outline
- Pull Pieces Together





# What's Next?

- Establish a Team
- UNLESS you are responding to a complex proposal - you do not need to hire a consultant – you can do this
- Read the Solicitation Document
- Highlight the document. Mark it up. Use post-its.
- Note due date and draft a time line for proposal submission
- Note submission requirements and page limitations
- Prepare questions for submission to the contracting officer and submit timely there is usually a cutoff time for questions

# Proposal Outline

- Cover Page
- Table of Contents
- Cover Letter
- Technical Proposal
- Past Performance
- Price
- Solicitation Document
- Representations and Certifications

# Cover Page

Include your company information

- Company Name
- Company Address
- Company Phone Number
- Date
- Contact person name, phone, email

Include Government solicitation number, and requirement title

# Table of Contents

- Include a Table of Contents if response includes multiple sections and pages
- Use Page Numbers
- Include TABSs

# Cover Letter

- Note page limitations for cover letter. Also note if cover letter counts towards any other page limitations.
- Include name and address of company submitting proposal.
- Include name, address, e-mail address and telephone number of person with the actual power to legally bind the company
- Cover letter should persuade the government as to why the company should be awarded the contract.

# Technical Proposal

- Provide a technical proposal addressing all requirements and evaluation factors.
- Respond in the same order as the requirement and evaluation factors. Even number them the same.
- Show your capabilities, don't just tell.
- Focus on the benefits to the Government.
- Make sure your proposal is well-written and error free.
- Provide the Government with a low risk solution to the problem.
- Assume the Government has no prior knowledge of your abilities and experience even if you are the incumbent.

# Past Performance

- Review solicitation requirements. May need to provide detailed information or even send out questionnaires to your references.
- Note any page limitations and number of copies
- Use the format outlined in the solicitation
- Relatively new companies with no prior past performance should be rated neutral having no positive or negative significance. However, try to provide something.
- Can generally use commercial past performance.

# Price


- Complete price schedule
- Check, **double check**, and then recheck pricing, extensions, and totals.
- How are you going to price option years?
- You must make a profit.
- Never low ball your proposal thinking you will make money on contract modifications.
- Factor in all costs to complete contract, including reporting requirements.

# Solicitation Document

- Determine what portions of the solicitation document need to be returned.
- Usually any page with a contractor fill in needs to be returned.
- Some contracting officers want the entire document returned.

# Representations and Certifications

- Complete Representations and Certifications annually in SAM.
- Indicate if any of them change based upon this solicitation.
- Complete any new Representations and Certifications as directed by the contracting officer or solicitation.



## Tips

- Note any requirements for specific type/sized font, margin requirements, and maximum number of pages.
- Mark and label envelopes as instructed to. Generally price and technical proposals are submitted in separate volumes/envelopes.
- Note address to submit response to. May be different than what is on the first page.
- Sign Proposal
- Submit timely – late offers are not accepted.

# WPI Bid Matching Service

- Free Service
- Provides opportunities daily by email
- Looks at over 2,000 websites including federal, state, and local
- Matches keywords based on contractor's capabilities
- Contact WPI to set up

# Summary

The key is pulling it all together in a proposal package that clearly describes why your company offers the best solution and is the best fit to perform the work.

# Resources

- FAR: <https://www.acquisition.gov/?q=browsefar>
- Air Force FAR: <http://farsite.hill.af.mil/>
- Acquisition.gov is: <https://www.acquisition.gov/>
- Federal Business Opportunities (FedBizOpps) website - <https://www.fbo.gov/>
- Wisconsin Procurement Institute  
Phone: 414-270-3600  
[www.wispro.org](http://www.wispro.org)



# Upcoming WPI Events

- **Acquisition Hour Live Webinar Series** - Tuesdays and Wednesdays including:
  - Protest In Federal Procurement – An Overview – March 15, 2016*
  - Intellectual Property and Government Contracts – March 29, 2016*
- **Virtual FAR Training Webinar Series** – Wednesday evenings
- **Government Contracting Opportunities for Small Business** – March 24, 2016 – Ladysmith, WI
- **Fort McCoy Acquisition Open House Forum #1** – April 5, 2016 – Fort McCoy, WI
- **Wisconsin Federal Contracting Forum** – April 26 – 28, 2016 – Washington DC
- **4<sup>th</sup> Annual US Department of Veterans Affairs Business Conference** – May 12, 2016 – Brown Deer, WI
- **Government Manufacturing Conference – Supporting the Federal Defense Supply Chain** – May 19, 2016 – Green Bay, WI
- **How to do Business with the U.S. Forest Service** – May 26, 2016 – Rhinelander, WI
- **10<sup>th</sup> Annual Volk Field Small Business Conference** – June 15-16, 2016 – Camp Douglas, WI

# For Assistance or Additional Information - Contact

Wisconsin Procurement Institute (WPI)

Carol Murphy

10437 Innovation Drive, Suite 320

Milwaukee, WI 53226

414-270-3600 or [carolm@wispro.org](mailto:carolm@wispro.org)