

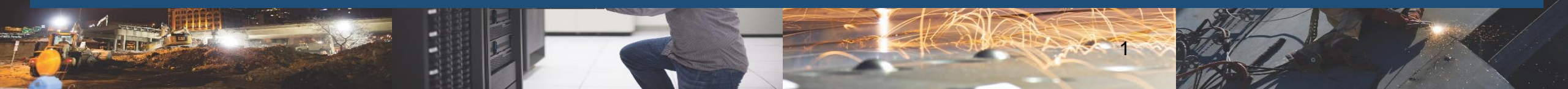


A Procurement Technical Assistance Center (PTAC)

A photograph of the Wisconsin State Capitol building at dusk. The building is illuminated with warm lights, and its large green dome is a prominent feature. The sky is a deep blue, and trees with autumn foliage are visible in the foreground.

HOW TO RESPOND TO DEPARTMENT OF VETERANS AFFAIRS (VA) SOLICITATIONS

FEBRUARY 11, 2020



ABOUT WPI SUPPORTING THE MISSION

SERVING WISCONSIN
COMPANIES FOR 32 YEARS!

Assist businesses in creating, developing and growing their sales, revenue and jobs through Federal, state and local government contracts.

- **INDIVIDUAL CONSELING** – At our offices, at clients facility or via telephone/GoToMeeting
- **SMALL GROUP TRAINING** – Workshops and webinars
- **CONFERENCES** to include one on one or roundtable sessions

Last year WPI provided training at over 100 events and provided service to over 1,200 companies

WPI is a Procurement Technical Assistance Center (PTAC) funded in part by the Defense Logistics Agency (DLA), WEDC and other funding sources.

WPI OFFICE LOCATIONS

▪ MILWAUKEE

- *Technology Innovation Center*

▪ MADISON

- *FEED Kitchens*
- *Dane County Latino Chamber of Commerce*
- *Wisconsin Manufacturing Extension Partnership (WMEP)*
- *Madison Area Technical College (MATC)*

▪ CAMP DOUGLAS

- *Juneau County Economic Development Corporation (JCEDC)*

▪ STEVENS POINT

- *IDEA Center*

▪ APPLETON

- *Fox Valley Technical College*

▪ OSHKOSH

- *Fox Valley Technical College*
- *Greater Oshkosh Economic Development Corporation*

▪ EAU CLAIRE

- *Western Dairyland*

▪ MENOMONIE

- *Dunn County Economic Development Corporation*

▪ LADYSMITH

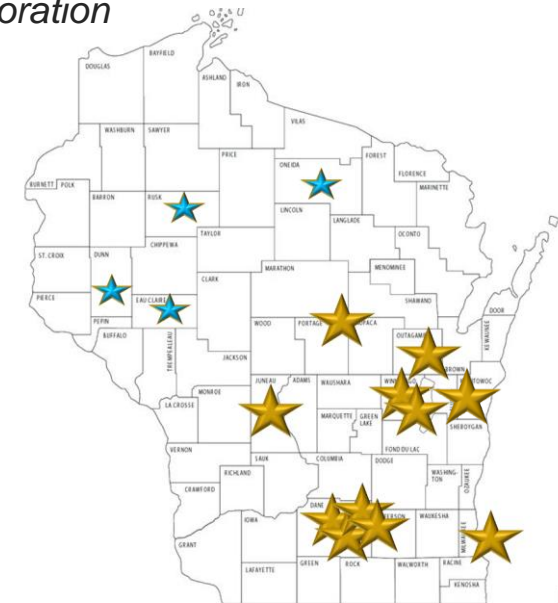
- *Indianhead Community Action Agency*

▪ RHINELANDER

- *Nicolet Area Technical College*

▪ GREEN BAY

- *Advance Business & Manufacturing Center*





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BLOG SERVICES ABOUT **CLIENT PORTAL** SPONSORSHIP CONTACT



- EVENT CALENDAR
- FEDERAL GOVERNMENT
- STATE & LOCAL GOVERNMENT
- GRANTS
- SUCCESS & AWARDS
- FAQS

CURRENT EDITION OF THE WPI NEWSLETTER

www.wispro.org

UPCOMING EVENTS

- WED 21** Acquisition Hour: Government Property Management for Federal Contractors and Subcontractors
August 21 @ 12:00 pm - 1:00 pm
- THU 22** Advancing Cybersecurity in the Industry, Energy, Water Nexus – Oshkosh, WI
August 22 @ 9:00 am - 3:00 pm
Oshkosh WI
- THU 22** NDIA Great Lakes Chapter 10th Anniversary – Milwaukee, WI
August 22 @ 12:30 pm - 7:30 pm
Brookfield Wisconsin
- SEP 11** Acquisition Hour: The End of the Fiscal Year is Here – What is Hot and What is Not
September 11 @ 12:00 pm - 1:00 pm

[View More...](#)

CURRENT OPPORTUNITIES (1)

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](#)

WHAT WE WILL COVER TODAY

- Basics
- Getting Started
- What Now
- Writing the Proposal
- Best Practices

BASICS

WHAT TYPE OF PROCUREMENT IS IT?

- Sources Sought
- Request for Quotation (RFQ)
- Request for Proposal (RFP)
- Invitation for Bid (IFB)
- Micro-Purchase

WHAT TYPE OF CONTRACT WILL BE AWARDED?

- Firm Fixed Price (FFP)
- Fixed Price with an Economic Adjustment (FFP EPA)
- Definite Delivery Contract
- Indefinite Delivery Indefinite Quantity Contract (IDIQ)
- Requirements Contract
- Basic Ordering or Purchasing Agreement

SHOULD YOU SUBMIT A RESPONSE?

Review the solicitation document.

- Do you have expertise in the area of work?
- Do you have resources available to complete the contract?
- Do you have time to submit an excellent proposal?
- Are you able to make a profit?
- Do you understand the specific contract requirements, evaluation process, and number of awards being made?

WHAT DO YOU KNOW ABOUT THE REQUIREMENT?

- What is the evaluation criteria?
- What do they want?
- What do you have that meets their needs?
- Use their own language
- Tell them what they want to hear

GETTING STARTED

ESTABLISH A TEAM

- One person should be in charge of coordinating all efforts of the response.
- How large of a team formed can depend on the size of your business. Team should include finance, human resources, leadership, and project management.
- Develop strategy, are you going for highly differentiated value added services or lowest priced bid?
- UNLESS you are responding to a complex proposal - you do not need to hire a consultant – you can do this.

REVIEW SOLICITATION DOCUMENT

- Team leader should read the entire package again, including all attachments. Make sure you understand it.
- Highlight the document. Mark it up. Use post-its.
- Pay close attention to any “between the lines” information.
- What is VA really looking for? Review essential requirements vs nice to have requirements.
- Note due date - draft a time line for proposal submission.
- Ask questions by question due date in document.
- Note submission requirements and any page limitations.

WHAT NOW

WHAT TO AVOID

- Nonconformance with the instructions may result in rejection of your proposal
- Do not simply rephrase or restate the requirement, address how the proposal intends to meet the requirement
- Elaborate brochures or documentation, binding, detailed art work, or other embellishments are generally unnecessary and are not desired

WHAT TO INCLUDE

- Proposal should provide sufficient information to demonstrate the respondent's capability to satisfactorily perform the objectives and how their total offer will meet the requirement.
- Proposal shall be clear, concise, and shall include sufficient detail for effective evaluation and for substantiating the validity of the stated claims.
- Assume VA has no prior knowledge of your abilities and experience even if you are the incumbent.

WHAT TO INCLUDE

- Show your capabilities, don't just tell. Never overstate qualifications. Focus on firm's strengths.
- Provide specifics on proposed staffing, being very clear on who the responsible person is, and identify other key members of the team, their area(s) of expertise and their anticipated roles.
- Include all data and information requested in the solicitation. Note it may be located in multiple areas.

WHAT TO INCLUDE

- Demonstrate ability to meet all solicitation requirements including terms and conditions, and technical requirements.
- Narrative response to non-priced evaluation factors should be in the same order as outlined in solicitation.
- Sign your proposal.
- Submit proposal in media requested, and include the number of copies requested.

WHAT TO RETURN

- Proposal
- Exhibits that need to be completed
- Past Performance Information
- Bonding, if required

Additional common items to return include:

- Resumes
- Insurance Certificates
- Licenses

WRITING THE RESPONSE

WRITING THE RESPONSE

- Start with an outline based on information from the solicitation document.
- Include all technical evaluation factors. Organize response to match solicitation.
- Address how you will meet the requirement. Completely cover the who, what, where, how, and why.
- Include any required statements, sample reports, resumes, etc.
- Review solicitation again to make sure nothing has been overlooked.

PAST PERFORMANCE INFORMATION

- Review solicitation requirements. May need to provide detailed information or even send out questionnaires to your references. Provide only the number they ask for.
- Use the format outlined in the solicitation
- Can generally use commercial past performance.

CONTRACT PRICING

- Complete price schedule
- Check, double check, and then recheck pricing, extensions, and totals.
- 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.

CONTRACT PRICING

- Determine profit level to be used. Generally use same level for commercial customers with similar work.
- Factor in hidden contract requirements that increase your costs, i.e. insurance requirements, labor wage rates.
- Offer a fair price.

EVALUATION FACTORS

- Simple requirements may only have a couple of evaluation factors.
- Complex requirements may have evaluation factors and significant sub factors.
- Review solicitation document to determine specific evaluation factors.
- Determine the basis for award.
- Evaluation will be based on information in the proposal.

BEST PRACTICES

BEST PRACTICES

- Customize the proposal.
- If you are reusing a proposal make sure you change it as necessary.
- Demonstrate knowledge in the proposal by providing as much insight as possible into the issue, the industry, and VA
- Answer questions completely
- Provide details on pricing if requested

BEST PRACTICES

- Note any requirements for specific type/sized font, margin requirements, and maximum number of pages.
- Mark and label envelopes as instructed to.
- Note address to submit response to.
- Submit timely – late offers are not accepted.

BEST PRACTICES

- Attend any pre-proposal conference.
- Follow any instructions provided.
- Look for amendments.
- Never refer back to another page for a response. Rephrase the answer again.
- Better qualifications increase your chances of winning, not prettier proposals.
- Contact WPI for assistance.

FINAL DOS AND DON'TS

- Prior to submittal, do have someone else review the proposal.
- If you are unsure if your proposal was received do follow up with the contracting officer.
- Do not contact the contracting officer or program manager during the evaluation. They will contact you if they need any additional information. Evaluations can take time – you need to have patience.
- Realize it may take several tries before you are awarded your first contract.

SUMMARY

- While the basic information applies whether responding to a Bid, RFP, or RFQ, there are differences, so read each document carefully.
- Responding to a requirement takes time, careful planning and a complete understanding of the requirement. The key is pulling together a complete response that clearly describes why your company is the best fit to perform the work and offers the best solution at a competitive price.



QUESTIONS?

UPCOMING TRAINING - EVENTS

ACQUISITION HOUR LIVE WEBINARS

February 12, 2020 – **Introduction to Certifications Available to Woman Owned Businesses** – [CLICK HERE](#) for additional information – presented by Shane Mahaffy, U.S. Small Business Administration (SBA) and Kim Garber, Wisconsin Procurement Institute (WPI)

February 12, 2020 – **Introduction to Certifications Available to Minority Owned Businesses** – [CLICK HERE](#) for additional information – presented by Benjamin Blanc, Wisconsin Procurement Institute (WPI)

February 18, 2020 – **Data Insight for Government Contractors – Turning Data Into Usable Information** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)

February 25, 2020 – **State and Federal Certifications for Veteran and Service Disabled Veteran Owned Businesses** – [CLICK HERE](#) for additional information – presented by Shane Mahaffy, U.S. Small Business Administration (SBA) and Mark Dennis, Wisconsin Procurement Institute (WPI)

February 26, 2020 – **Learning About the Surety Bond Guarantee From the U.S. SBA** – [CLICK HERE](#) for additional information – presented by Tamara Murray, Underwriting Marketing Specialist, U.S Small Business Administration (SBA), Office of Surety Guarantees

March 4, 2020 – **Basics of the Federal Procurement Data System (FPDS)** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)

March 17, 2020 – **Market Segmentation for Enhanced Business Development** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)

March 18, 2020 – **Creating Advanced Queries with the Federal Procurement Data System (FPDS)** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)

April 8, 2020 – **Understanding and Protecting the DOD Supply Chain** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)

April 29, 2020 – **Economic Espionage – Awareness of Threats and Resources for Government Contractors** – [CLICK HERE](#) for additional information – presented by Marc Violante, Wisconsin Procurement Institute (WPI)

7th Annual WPI & NCMA WI Chapter Federal Acquisition Regulations (FAR) Training Webinar Schedule

- February 11, 2020 – Study Session 1: Intro – CFCM Requirements: Basic Refresher – Government Contracting – More information [HERE](#)
- February 18, 2020 – Study Session 2: FAR Parts 1-9 – More information [HERE](#)
- February 25, 2020 – Study Session 3: FAR Parts 16-18; 10-12 – More information [HERE](#)
- March 3, 2020 – Study Session 4: FAR Parts 13-15 – More information [HERE](#)
- March 10, 2020 – Study Session 5: PRACTICE TEST REVIEW – More information [HERE](#)
- March 17, 2020 – Study Session 6: FAR Parts 19-23; 24-29 – More information [HERE](#)
- March 24, 2020 – Study Session 7: FAR Parts 30-33 – More information [HERE](#)
- March 31, 2020 – Study Session 8: FAR Parts 34-41 – More information [HERE](#)
- April 7, 2020 – Study Session 9: FAR Parts 42-53 – More information [HERE](#)
- April 14, 2020 – Study Session 10: FAR 1-51 PRACTICE TEST REVIEW – Wrap-up – More information [HERE](#)

**14TH ANNUAL WISCONSIN
GOVERNMENT OPPORTUNITIES
BUSINESS CONFERENCE (GOBC)
*In Partnership with Volk Field ANG
and Fort McCoy***

will be held on June 24-25, 2020!

Watch for updates at

<https://volkfieldsbconference.org/>

PRESENTED BY

Wisconsin Procurement Institute (WPI)

www.wispro.org

Carol Murphy | Business Development Specialist

carolm@wispro.org 414-270-3600

10437 Innovation Drive, Suite 320
Milwaukee, WI 53226