

Proposal Writing For Government Contracts How To Organize And Write Winning Competitive Proposals

The classic guide to consulting—now updated and more comprehensive than ever! This latest edition of the independent consultant's bible addresses all the ways the business of consulting has changed since the last edition—including new information on using the Internet for marketing and on the special concerns of internal consultants. Full of no-nonsense, step-by-step techniques for setting up your consultancy and bringing in clients, this helpful, handy guide will show you how to: Find more leads and close more deals Leverage technology to meet business needs and enhance productivity Market yourself and your services more effectively than ever—online and offline Write effective proposals that sell your ideas Make a winning impression in meetings with new clients Win over clients by knowing what to listen for when discussing potential projects Control your cash flow and spot the warning signs of trouble Excel at public speaking and give killer presentations Negotiate, set fees, and draft contracts so you come out ahead Deal successfully with the IRS Uncover new profit centers you didn't know about

The second edition of *Government Contracting: Promises and Perils* picks up where the first edition's mission left off: exposing fraud, incompetence, waste, and abuse (FIWA) and analyzing corruption, mismanagement, and ineptitude that defile government contracting. The first edition thoroughly outlined procurement throughout the contracting cycle including initial planning, contractor selection, contract administration, contract closeout, and auditing. This significantly revised new edition provides additional much-needed guidance on contracting documents, management tools, and processes for addressing negative influences on government contracting, including an improved approach to evaluating proposals. Specific guidance for avoiding FIWA is provided for government officials and employees, government agencies, and government contractors, and practical solutions to problems faced by individuals and organizations involved in government contracting are intended for both practitioner and pedagogical applications. The "Government Procurement Corruption Wall of Shame" that was introduced in the first edition to illustrate contracting perils such as conflicts of interest, duplicity, favoritism, incompetence, kickbacks, and protests is continued in the second edition, and cases illustrating the existence of FIWA in government contracting have been thoroughly updated. Contracting documents and contract management tools are provided on a website designed to accompany the book. Written at the graduate level and specifically intended for state, local, federal, and international government procurement activities, this textbook is required reading for public procurement, contract management, business, and public administrations courses.

Each year, the federal government awards billions of dollars in small-business contracts. Government law attorney Steven J. Koprince teaches readers to look beyond winning a piece of the \$500 billion pie and concentrate instead on the crucial but complex Federal Acquisition Regulation (FAR) and other rules required for keeping the contract alive and avoiding penalties. The *Small-Business Guide to Government Contracts* puts a wealth of specialized legal counsel at readers' fingertips, answering the most important compliance questions like: Is a small business really small? Who is eligible for HUBZone, 8(a), SDVO, or WOSB programs? What salaries and benefits must be offered? What ethical requirements must be followed? When does affiliation become a liability? Small-business contracts are both the lifeblood of hundreds of thousands of companies and a quagmire of red tape. No one can afford to be lax with the rules or too harried to heed them. The *Small-Business Guide to Government Contracts* empowers contractors to avoid missteps, meet their compliance obligations--and keep the pipeline flowing.

Navigating Government Procurement is an authoritative, insiders perspective on the strategic thinking behind drafting and negotiating government contracts with vendors. Featuring state and municipal directors of procurement as well as procurement attorneys from across the country, this book provides a broad yet comprehensive overview of the challenges unique to purchasing goods and services on behalf of government agencies and entities. These leaders articulate the finer points of the procurement process and the best practices required for working with government contractors, from soliciting bids and complying with regulatory requirements to setting enterprise-wide standards for frequently purchased commodities. Additionally, the authors discuss the impact of politics and the economy on government procurement procedures while offering advice on maintaining ethical operation standards and working with agency budgets. The different niches represented enable readers to get inside some of the great minds in government today, as these experts reveal the secrets and challenges behind how the government obtains goods and services.

This unique book is a practical guide to winning contracts and funding through competitive bids, tenders and proposals. Written in a crisp, accessible style using examples and checklists, it explains how to create bids that are outstanding in both technical quality and value for money. This fully updated edition extends the scope and content of the book to make it an even more useful and practical guide to successful tendering. This book puts at the reader's disposal techniques that the author has perfected as a specialist writer in this field, and insights gained from his experience as an evaluator of tenders with client organizations in the public and private sectors. Those who are new to bid writing will learn how to build the confidence to start producing successful bids. Those who are more experienced will be shown new ideas that extend and reinforce their skills. This book covers a broad range of procurement and funding, and its advice is relevant to tendering for supplies and works contracts. Much of the material will be pertinent also to public-private partnerships. Based on examples drawn from actual bids and tenders, with new topics on business development and market intelligence, *Bids, Tenders and Proposals* now includes advice on winning competitive tenders from international funding institutions and aid agencies as well as the latest information on EU procurement framework, method statements, prequalification documents and e-tendering.

Comprehensive and detailed analysis for implementing, complying and keeping current with Cost Accounting Standards for federal government procurement contracts. • Applicability of standards and regulations to contractors and contracts • Explanation of procedures involved in preparing cost impact proposals and making contract price adjustments • Comprehensive analysis and commentary on each standard along with dozens of detailed examples • Discussion of the Federal Acquisition Regulation and significant regulatory issues that affect Cost Accounting Standards

Jablonski introduces readers to a realistic, achievable process for writing winning, competitive proposals to secure contracts with any agency of the federal government and national laboratories.

The information presented is straight-forward and comprehensive. It includes multiple sections covering a variety of topics that define and explain proposal preparation and Forms. The book is about building an amazing story that touches all components of a contract proposal - such that a compelling case is made for a firm -- your firm -- to be the best solution. Importantly, the material is

also indexed so you can easily go forward or back to any section at any time.

This fast-paced book walks you through the entire buying and selling life-cycle in just the first chapter. Chapters 2-7 then provide the detailed process inputs, proven tools and techniques, and desired outputs for all three phases and each of the seven key steps which both buyers and sellers must accomplish to achieve business success. Chapters 8, 9, and 10 each provide a thought-provoking discussion of proven effective best practices to improve buying and selling. Each chapter provides best practices in solicitations, bids/proposals, and contracts in a different marketplace. Chapter 8 addresses best practices in the U.S. Federal Government Marketplace. Chapter 9 provides best practices in the U.S. Commercial Marketplace. Finally, Chapter 10 discusses buying and selling best practices in the Multi-National/Global Marketplace. This one-of-a-kind book provides both breadth and depth of practical guidance, which few books have ever delivered. Plus, the authors have included numerous excellent interviews of buying and selling business professionals, from both the U.S. Government and industry. The interviews alone are worth the price of this book. If you are a business professional involved in any aspect of buying or selling products, services, and/or solutions, then this book is a must buy, read, and do!

How to Get Government Contracts demystifies the process of how a company can enter the government market, win its first and subsequent contracts, and then grow itself into a multi-million-dollar government contractor within a couple of years. It offers an insider's view into the latest best practices that government contractors use to succeed in an increasingly competitive market, and it shows exactly how your company can apply these techniques to build a strong business. Many companies venture into the government market with a certain naiveté and pay a hefty price to find out that there is much more to winning a contract than writing last-minute proposals in response to publicly posted solicitations. To stop the bleeding of precious resources, they need to step back to learn how professionals win business in the federal arena. This book shows you how to find, for example, the best potential customers and opportunities for your company. It also explains the secret to winning consistently by conducting pre-proposal preparation (also called "capture") and practicing a disciplined, process-based approach to proposal development. This book provides a recipe for winning government contracts over and over again, the way seasoned government contractors do it. After reading this book, you will know exactly what to do to position your company to win a government proposal before a solicitation becomes public, including building customer relationships, gathering intelligence, developing a "win strategy," performing competitive analysis, selecting the best teammates, and developing a solution. As a result, you will apply professional techniques to organizing your proposal effort, outlining a proposal document, and writing RFPs that persuade evaluators to award the contract to you.

Takes the mystery out of the tendering processes the government favours and shows how any business with suitable products or services can successfully bid for government contracts. The information will help any business improve its tendering capabilities, whether for government or private contracts.

In order to provide you with a competitive edge in your negotiations, the author, a former government contracting officer, provides a unique insider's look at the way government agencies handle the various negotiation procedures and what they look for in a prospective service contractor. He provides specific, practical advice on how to write effective technical proposals and how to arrive at a competitive price, including how to determine the amount to profit to include in your proposal.

Strategies for Winning Contracts describes how to plan for and prepare strong proposals for government contracts. The author provides over 180 strategies for proposal planning and preparation including a highly detailed sample proposal. The book's seven chapters contain dozens of tables, charts and graphics that illustrate the processes involved. A glossary and appendix are included as well. Based on the author's extensive experience and high-win ratio, this practical title is an ideal reference for anyone who does business on the federal, state and local levels. Strategies for Winning Contracts addresses service, hardware, software, and construction types of contracts. It provides a general understanding of procurement procedures for federal, state and local contracting agencies as well as proposal preparation for subcontractors.

This book is a must-have for anyone producing bids and proposals ranging from short covering letters through to tenders for major corporate or government procurement. Its contents and practical advice will prove hugely beneficial for sales, marketing, project and technical staff and for business students at all levels.

In the United States today, there are tens of thousands of people working in companies who conceptualize, design, develop, and deliver proposals to government agencies for a living. Regardless of their content, all these proposals have something in common: they are sales documents designed to convince potential customers to award the applicant a contract to provide goods or services. They also have something else in common: because government proposals are text-based documents, they must be written in prose. This is a challenge for several reasons. First, most of us are not good writers. Writing is an art and a skill, and most of our talents lie elsewhere. Second, proposal prose is different from many other kinds of prose. It must be informative, responsive and compliant, and persuasive at the same time, which is always a challenge. And third, your proposal prose must conform to the requirements of the Request for Proposals (RFP). You are not free to write anything you wish. Quite the opposite! You must strictly follow the instructions in the RFP. This eBook is designed for proposal professionals who want to improve their performance and advance their careers by learning how to write more effective proposal prose. Proposal handbooks and manuals focus on the processes of proposal development. This is a vitally important topic, but proposal processes must result in good proposal prose. In this eBook, you will learn the following: * The basic challenges in writing winning proposal prose. * The basic steps in writing winning proposal prose. * How to write with a focus on the customer. * How to develop win themes, identify benefits, and incorporate them into your proposal prose. * How to help reviewers evaluate your proposals by being clear, concise, understandable, and persuasive. * How to tell good stories in proposals. * How to write great Executive Summaries. Writing good proposal prose in a critical ingredient to a successful proposal. Learn how, and you will win more government contracts.

Excerpt from Factors Influencing Technical Quality in the Preparation of Proposals for Government Contract Two proposal competitions for government R & D contract, involving 9 and 12 firms respectively, are examined. Ten variables characterizing the competing laboratories and their research procedures are measured and correlated with the technical ranking of the proposals as determined by the responsible government laboratory without respect to the bid price. In both sets of proposals the technical quality is uncorrelated with the size of the proposal preparation team but is positively related to the size of the laboratory and especially to the total number of engineers and scientists in the laboratory. Effort (total man hours) is positively correlated (0.31, 0.33) with technical rank. Time spent consulting specialists in the laboratory is related in both cases (0.37, but time spent in analytic design is negatively related to technical quality on the smaller job and positively on the larger. Time spent in literature search or in

consulting people. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.

Whether a proposal is a solicitation for funds, a project bid, or an internal call for action, the techniques for creating it are the same. Because of this, there has long been a need for a general but comprehensive work on the subject of proposal writing that is well-written and easy to follow. This book takes a thorough look at what makes these documents work and the steps involved in putting together a winning proposal--from in-house memos to voluminous bids for government contracts. The authors explain exactly what an effective proposal is and what it should do. They even discuss how to prepare for the oral presentations that are often required in the final evaluation process. Nearly 50 examples of sample documents, abstracts, tables of contents, formats, and headings complement their clear and concise text.

Inside strategies and tips for small businesses seeking government business. This guide takes the small business owner through the different vehicles of the government procurement process, showing how the government selects a contract winner. It goes step-by-step from registration through the bidding process and beyond. And while the book is weighted to federal contracts, there is plenty of coverage on winning state and local contracts as well. -- In 2006, small businesses won \$77 billion in federal contracts -- Slow economy forcing small businesses to procure more contracts, at all levels of government -- Inside strategies and tips: a vast majority of small business owners know nothing about getting government contracts

Corbett shares what he learned in his 35 years of experience in the competitive proposal field. Starting with the strategic Bid-No Bid decision, all the way through to the post submittal activities, the process of organizing and writing proposals is laid out in clear steps.

Get the edge over the competition for government contracts! In the battle for government contracts, seize the competitive advantage with *Winning Government Business: Gaining the Competitive Advantage with Effective Proposals, Second Edition*. Includes complimentary access to the *Winning Government Business* website.

This is a one of a kind writing that teaches the reader the basics of how Federal Government contracts are won through corporate vision, marketing, and the proposal development process. It is simple to read and prepares you to become a valued member of your firm's proposal development team. For the reader to gain an understanding of what is included in my book, I have inserted the Table of Contents below: TABLE OF CONTENTS SectionTitlePage 1.HOW IT ALL BEGINS 1.1Marketing 1.1.1Marketing Plan 1.1.1.1Working Outside of the Box 1.1.2BASIC EVENTS LEADING TO PROPOSAL DEVELOPMENT 1.1.3The Bid/No-Bid Decision Procedure 1.1.3.1Overview 1.1.3.2The Desire to Bid and the Discipline Not to Bid 1.2THE BID/NO-BID DECISION 2 THE BID DECISION IS REACHED 2.1Readiness to Respond 3.GETTING DOWN TO BUSINESS - THE REQUEST FOR PROPOSALS 3.1The ABC's of the Request for Proposal 3.2An Approach to Reading the Document 4.PROPOSAL KICK-OFF 4.1Let's Get Started 4.2The Team 4.2.1Business Development Manager 4.2.2Capture Manager 4.2.3Proposal Manager 4.2.4Proposal Coordinator 4.2.5Volume Leaders 4.2.6Proposal Writers 4.2.7Proposal Review Teams 5.THE PROPOSAL DEVELOPMENT PROCESS 5.1THE PROPOSAL SCHEDULE 5.1.1Pre-RFP--Bid/No Bid Decision 5.1.2Proposal Kickoff 5.1.3Proposal Development 5.1.4The Internal Review & Modification Process 5.1.5Gold Team Executive Review 5.1.6Proposal Submittal 6.RFP DISTRIBUTION 7.PROPOSAL OUTLINE AND CROSS- REFERENCE MATRIX 8.STORYBOARDS 9.THEMES 10.DISCRIMINATORS AND OTHER ZINGERS 10.1DISCRIMINATORS 10.2AHA!s 10.3GHOST STORIES (or just GHOSTS) 11.THE PROPOSAL - GETTING DOWN TO BUSINESS 11.1Executive Summary 12.TECHNICAL SECTION OR VOLUME 12.1Writing Guidelines 12.2Writing Samples 12.3WIN THEMES AND DISCRIMINATORS 12.3.1Example 1 12.3.2Example 2 13.SAMPLE PROPOSAL SECTIONS 13.1Past Performance 13.2TRANSITION PLAN - Fictitious Sample Proposal Section 13.3On-Going Recruiting and Staffing 14.A MANAGEMENT SECTION OR VOLUME 14.1Program and Task Order Management 14.1.1Program Management 15.TASK ORDER PLANNING 16.RESUMES 16.1Personalize the Resumes 17.REVIEWS 17.1The Yellow Team 17.2The Blue Team 17.3The Pink Team 17.4The Red Team 17.5The Gold Team Review 18.THE COST PROPOSAL 18.1Element Structure 18.1.1Direct Labor 18.1.2Overhead 18.1.3Other Direct Costs 18.1.4General & Administrative 18.1.5Fee 18.2Types of Government Contracts 18.2.1Fixed Price Contracts 18.2.2Cost-Plus Contracts 18.2.3Labor Hour Contracts 18.3The Cost Proposal 19.CONTRACT SET-ASIDES 19.1Small Business Act 19.1.1The 8(a) Business Development Program 19.1.2Small Disadvantaged Business 19.1.3Woman-Owned Small Business 19.1.4Service-Disabled Veteran-Owned Businesses 19.1.5HUBZone Procurements 19.2Determining Business Size 19.3Mandatory Registrations 19.3.1DUNS Number 19.3.2The System for Award Management 19.3.3Tax I.D. 19.3.4Cage Code 19.3.5Contractor Performance Assessment Reporting System (CPARS) 19.4Helpful Government Contracting Sites 20.THE COVER LETTER 21.COVER ART BINDERS As can be seen from the outline above, my writings cover the entire range of business identification, cultivation and decision to pursue. These elements are explained to the reader because they are vital to the understanding of the entire business acquisition process. The heaviest concentration in my document is the actual development of the proposal. These writings are also of great value to independent consultants and small businesses contractors intent on winning government contracts.

Despite its importance as an initial step in the development of major technical projects, the Request for Proposal (RFP) process rarely receives the professional attention it deserves. Used by government agencies and by private corporations to solicit proposals from contractors and vendors, the RFP document is the foundation for a successful project. A clearly written and properly organized RFP clarifies technical goals, communicates administrative and financial expectations, and sets the tone for good communication and a trusting and productive relationship between customer and contractor.

Would you like to have a customer whose budget exceeds \$250 Billion a year for goods and services? You can have that customer. The United States Federal Government is the largest purchaser of goods and services in the world. Each year, the Government issues contracts totaling more than \$250 Billion for pencils, furniture, computer equipment, landscape services, janitorial services, security guard services, consultant services, etc., etc., etc. With *The Beginner's Guide to Government Contracting*, you now have the information you need to reach your personal and business goals of financial success. At last, Jeff Corbin tells you the secrets he has been using for the last fifteen years to help companies of all sizes win Federal Government Contracts. These companies range from a local clothes laundry to Fortune 500 Companies. He walks you through the proposal writing process and gives you examples of an Executive Summary, Organizational Charts, Cost Spreadsheets and much, much more.

Read PDF Proposal Writing For Government Contracts How To Organize And Write Winning Competitive Proposals

Many recent government contracts have been based on the trend of awarding large contract rights to multiple contractors who then compare for specific, fixed-priced contracts (i.e., projects) within the large contract vehicle. A key to optimizing success is pursuing the opportunity in advance of the request for proposal (RFP) and then preparing the proposal in a short time frame. This paper introduces mind mapping as an innovative tool that uses a collaborative approach to helping proposal teams quickly and successfully develop a capture plan, fast-track RFP analysis, and draft a proposal framework before making the rapid transition into project plan development and proposal writing. Outlined within this paper are the steps winning project teams use to leverage mind mapping within this short-fuse process. Mind mapping software establishes consistency between the technical approach, WBS, project schedule and cost estimate.

Your Go-to Resource for Government Contract Source Selection! From planning to protest and all the steps in between, Understanding Government Contract Source Selection is the one reference all government acquisition professionals and contractors should keep close at hand. This valuable resource provides straightforward guidance to ensure you develop a firm foundation in government contract source selection. Government acquisition professionals can reference this book for guidance on: • Preparing the acquisition and source selection plans • Drafting evaluation criteria and proposal preparation instructions • Creating a scoring plan and rating method • Drafting the RFP and SOW • Conducting a pre-proposal conference • Preparing to receive proposals and training evaluators • Evaluating technical, management, and cost proposals • Avoiding protest Contractors can reference this book for guidance on: • Selling to the federal government • Reviewing a draft RFP and providing comments • Participating in a pre-proposal conference • Preparing a proposal that complies with RFP requirements • Developing a strategy for teaming agreements, subcontracts, and key personnel • Negotiating a contract • Getting the most out of post-award debriefings • Filing a protest PLUS! Understanding Government Contract Source Selection provides a source selection glossary, an extensive case study, and sample proposal preparation instructions in the appendices to help you navigate the federal competitive source selection process. This complete guide is an indispensable resource for anyone striving to build their knowledge of government contract source selection!

He who knows and knows that he knows is wise; follow him. -ANCIENT PROVERB During a long career of public service as a government procurement and contracting official, I am still surprised to find big, successful corporations making the same mistakes that neophytes in government contracting mak~. And this is particularly true in the matter of writing proposals, which are the crucial element in most major procurement awards. It's true enough, as many suspect, that the big, well-known company has something of an edge over the smaller, lesser-known company competing for any given government contract-psychologically, at least: The typical government executives, whether contracting officials or program managers, tend to have a bit more faith in the ability of the large company to carry out the program successfully. All things being equal, then, the big company is more likely to get the nod. However, because the large companies are well aware of that, many tend to become "fat, dumb, and happy"-they try to coast or rest on their laurels. That is, they get careless about making a strong enough case for themselves in writing their proposals. And when they lose, often to smaller companies, they are both puzzled and outraged. They have forgotten that all government procurement is a competition-usually both technical and cost competition-and that the "little guy" can win against the "big guy," if he tries hard enough. And especially if the bigger guy is a bit careless and does not put out his best effort.

For 21st-century entrepreneurs, this book provides the practical guidance they need to overcome the often intimidating challenges of starting, organizing, and running a new business effectively and efficiently. • 400 unique evaluative descriptions of print and electronic resources for initial start-up, creating a business plan, management, marketing, personnel and HR, and competitive analysis • Screenshots of important and useful web pages • A glossary of relevant terms and acronyms • An index provides access by author, title, subject, and webpage Put yourself in the customer's shoes, with dozens of bids, proposals or tender responses to assess. It's a daunting and difficult job. Despite the hours you have spent writing your proposal, it's just one among many. What does it take to be successful in this hyper-competitive environment? What will make your proposal rise to the top of the pile? In this concise and easy to read book, proposal writing expert Robyn Haydon explains why most proposals end up on the reject pile – and how to make sure yours is a winner. Whether you write proposals for a living – or just need help to finish a proposal today – you will find practical advice here on proposal structure, readability, writing techniques, selling your capability, making a compelling offer, and avoiding elimination traps. Ideal for entrepreneurs, professional service providers and small business owners, as well as sales and marketing specialist, grant writers and proposal professionals who work in commercial and not for profit environments. "A quick way to learn a great deal about proposal writing...excellent value...highly recommended."- Australian Marketing Institute "What's your strike rate when it comes to successful submissions? If it's less than 100%, you could learn something from The Shredder Test. The chapter summaries are excellent...a concise, useful read." - The Age Newspaper "Straightforward and easy to read, this book is applicable worldwide for companies bidding in open business-to-business environments." - Association of Proposal Management Professionals (USA) "Strategies, tactics, how-to's and tips that any business can use." - Herald Sun Newspaper

Within federal government contracting, contracting officers are empowered to evaluate proposals and determination which contractor should be awarded the contract. With multiple variables to consider, managing tradeoffs is an important aspect of the evaluation process. As such, there is room for a large amount of subjectivity in the evaluation process. Since multiple contracting officers can arrive at different conclusions when evaluating the same proposals, there are instances when the wrong contractor is awarded a contract, as only one contractor can offer the true best value. Thus, the subjectivity in the process needs to be reduced so the contractor offering the best value is awarded the contract a higher percentage of the time. This thesis examines how the application of existing decision support technologies can assist contracting personnel in determining which proposal offers the best value to the government. The intent is to establish a model that, when implemented, will ensure contracting officers evaluate proposals both consistently and fairly. The proposed system integrates several decision support technologies. The overall concept is designed using a weight-based ranking model, enabled by a multi-criteria decision analysis software system. Supporting decision support software packages include an expert system and a data warehouse.

"In writing an article, a professional writer has a plan before he ever sits down in front of the computer to compose those first words. Chances are he has written an outline -- whether it's a traditional one or a cluster one -- that tells him exactly where he's going with the article. His article's doorways won't collapse." "I believe, then, that an outline is necessary to create a well-written article. Whatever type of writer you are -- whether you are a highly-organized one who writes formal, A-B-C-1-2-3 outlines or a let-me-do-my-work-in-my-pajamas writer who utilizes very informal outlines -- an outline will make you better prepared for the task of writing your article." "Should you use an outline, then? Yes, because: (1) they keep you organized, (2) they encourage thematic unity, and (3) they can inspire you." ----Cheryl Sloan Wray

In 2010, federal spending included \$536.7 billion in contract awards, \$557.7 billion in grants, and another \$357.5 billion in loans and guarantees. Of this, the largest portion of the dollars went to the Department of Defense (DOD) at \$367 billion, followed by the Department of Energy (DOE) at \$25.7 billion, and then NASA at \$16 billion. In Contrast, in 2014,

federal spending included \$443.3 billion in contract awards, \$589.1 billion in grants, and another \$6.4 billion in loans and guarantees. Of this, the largest portion of the Contract dollars went to the Department of Defense (DOD) at \$283.6 billion, followed by the Department of Energy (DOE) at \$25.4 billion, and then NASA at \$15 billion; a total decrease in Contracts spending of \$93 Billion dollars - of which \$84 Billion was in DOD. NOW, more than ever - you need these Guerrilla strategies to remain competitive... This 8x10 full-color, illustrated book is written for the Government marketing executives and proposal professionals with an existing and fairly developed understanding of the field of Government contracting. Book one in this series is written for those who are just starting out or have only a rudimentary understanding. This book contains advanced strategies and techniques for winning Government service contracts. It is intended to get people thinking about developing and implementing those strategies and how to best accomplish the job of business development for Government contracts other than the traditional ways they may have been taught. This book is intended to be both provoking and controversial. You could also say that one of the purposes of this book is to hunt sacred cows. I point out important tips, ideas, warnings, reminders, technical issues, and actions for you to try out for yourself. I adopted the catchphrase "Don't Get Eliminated!" Because so many companies in Government contracting don't really lose to their competition; they eliminate themselves by committing clumsy, inept, stupid mistakes or outright illegal actions, either in full awareness or unwittingly. This book will help you to avoid the eight most common of these mistakes, and by doing so, your win rate will increase, and you'll be able to add more profitable work to the company's resume. The right target Due diligence The right team Guy on the ground Hire a professional Start on time The right price The right management In this book I will teach you what the failures are, why they fail, and how to turn them into eight formidable principles for success. In this book you'll learn: Why your company is going out of business and what you can do to reverse it The reasons you failed and how to correct the little mistakes that led to a big loss Powerful strategies for fixing the problems and not the symptoms How just this one small trick of having a "guy on the ground" can double your win rate The truth about Price to Win (PTW) analysis and how to avoid being scammed How to tell when to just walk away from that "perfect" target The power of the Freedom of Information Act (FOIA) and how to do it right And much more... Copyright 15 January 2015, certificate P584428

Explains the process the federal government uses to select goods and services, and shows businesses how to identify sales opportunities, write proposals, and negotiate government contracts

Creating, managing and operating a government contracting firm that holds revenue growth as the most important strategic objective is the focus of this book. It is an example filled roadmap of how to create a shared vision for revenue growth, motivate employees and create a step-by-step decision processes for investing in your company's future. Gary Dunbar explains the nuances of working in a government contract environment, and outlines the fundamentals of creating and managing a business development process from strategy through prospecting, qualifying leads, positioning, proposing, negotiation and on to the victory party.

This second edition of Contracting for Services in State and Local Government Agencies provides state-of-the-art tools for best practice in the procurement of services at state and local levels, from initial stages through to completion. Including lively case studies and research conducted with state and local agencies across the United States, this book provides management advice and tips on compliance to reduce costs, select the best-qualified contractors, manage contractors' performance, and prevent corruption and waste. Utilizing the results of new research in all fifty states, author William Sims Curry offers updated best-practice documents, methodologies, and templates including: a Request for Proposal (RFP), a scorecard for proposals to select the best-qualified contractor, a toolkit for meeting socioeconomic contracting goals without compromising price, quality, or on-time delivery, and a Model Services Contract (MSC). Special consideration is given to obtaining services and products in states of emergency. Several additional resources for practitioners are available online, including sample contracts and a straightforward, inexpensive tool for tracking contractors' progress and cost management. The roadmap and templates contained in this book and available online to readers will prove essential to state and local government agency contracting professionals and other officials and employees called upon to participate in the drafting of solicitations, writing sole source justifications, writing scopes of work, serving on advance contract planning and source selection teams, recommending award of contracts, or assisting in the management of those contracts.

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