



A Team to the Finish Line



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Tonya Maurice

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Let's Discuss

- NASCAR Teams and Proposal Teams
- Proposal Team Roles
- Team Influencers
- Customizing Teams
- Tips for Team Success



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Proposal Team Roles

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NASCAR and Proposal Teams

NASCAR Team

- Owner
- Crew Chief
- Engineer
- Specialists (Engine, Tire)
- Pit Crew
- Spotter
- Driver

Proposal Team

- “C” Suite Executive(s)
- Proposal Manager
- Engineer
- Subject Matter Experts
- Editor, Graphics, Production
- BD or Capture Manager
- Review Team



Proposal Team Roles

BD & Capture Managers

- Capture Strategy
- Win Strategy
- Team Composition
- Book / Section Lead
- Review Team
- Executive Summary



Proposal Team Roles

Proposal Manager

- Produce and Deliver Compliant, Responsive Proposal
- Team Management
- Schedule
- Proposal Strategy
- Other Duties, as required



Proposal Team Roles

Proposal Writers

- Subject Matter Experts
- Proposal Manager / Proposal Staff
- Subcontractors
- Program Managers
- BD / Capture Managers



Proposal Team Roles

Proposal Specialists

- Proposal Coordinator
- Editor
- Production
- Graphics
- Pricing
- Contracts



Proposal Team Roles

Sub-contractors

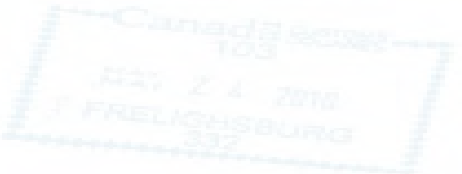
- Writers
- Resumes
- Review Teams
- Subject Matter Expertise
- Customer Knowledge
- Experience / Past Performance



Team Influencers



NOV 29 2011
32
MAY 28 2012



Part of Goat Haunt, MT

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Team Influencers

• Type of Solicitation

- Services
- Production / Manufacturing
- Commercial or Government
- Unrestricted Competition or Set-Aside
- Single Award or Multiple Award Indefinite Delivery Indefinite Quantity (IDIQ)
- Multi-volume RFP, Task Order
- Oral, Written or Electronic Proposal
- Schedule (GSA), Fixed Price, Time & Materials, etc.



Team Influencers

- Defined or Loose Requirements
 - Pre-RFP Intelligence
 - Customer Knowledge and Experience
 - Industry Days
 - Post-RFP Modifications
 - Incumbent or New Requirement



Team Influencers

• Available Resources

- Budget
- Company Size
- Company Culture
- Availability of Personnel
- Other Proposal Activities
- Time of Year
- Proposal Staff Size
- Work Environment

Company Size can influence many areas such as budget, availability of personnel and size of proposal staff.



Team Influencers

• Subcontractors

- Number of Subcontractors
- Experience of Subcontractors
- Ability to Write
- Responsiveness to Data Calls
- Incumbency
- Subcontractor Relationship

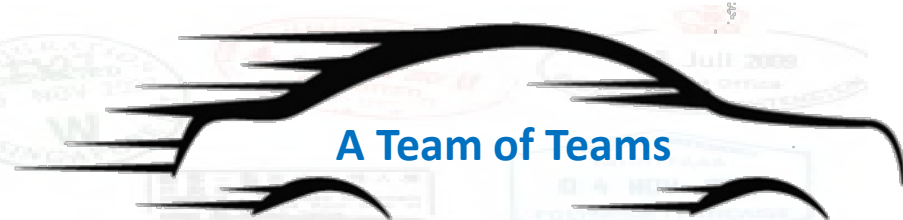


Customizing Teams

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Customizing Teams



A Team of Teams

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Customizing Teams

Each proposal is different and the team should be adjusted to support the most successful proposal outcome.



A Team of Teams

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Customizing Teams

| BD / Capture | Proposal Mgr. | Program Mgr. |
|---|---|---|
|  Writer |  Review |  Section Lead |
|  Review |  Production |  Pricing |
|  Executive |  Graphics |  SME |
|  Strategy |  Section Lead |  Writer |

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The number and type of “hats” a person wears may vary between proposals.



Tips for Team Success

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Tips for Team Success

- Define Roles and Responsibilities
 - Right Person for Each Task
 - Secure Key Subcontractors Early
- Open lines of communication
 - Regular Team Meetings
 - Clear Explanation of Processes, Training
 - Identify and Communicate Win Strategy
 - Distribute RFP Changes / Amendments to Team



Tips for Team Success

• Establish Expectations

- Set Priorities
- Define Proposal Quality
- Set Goals and Define Success
- Set Realistic Schedule

• Respond Quickly

- Listen to Complaints and Comments
- Identify and Solve Issues
- Answer Questions and Inquiries Quickly



Tips for Team Success

- **Tools**
 - Checklists
 - Well Defined and Documented Processes
 - Digital Work Environments and Tools
- **Post-submittal Feedback**
 - Face-to-face Post Submittal Meeting
 - Gather Positive and Negative Comments
 - Implement Lessons Learned



“Teamwork is the ability to work together toward a common vision, the ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”

Andrew Carnegie



Thank you!



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