

**Proposal lessons learned:
Get the business you want or
the contractor you need
(and avoid the most common
mistakes)**

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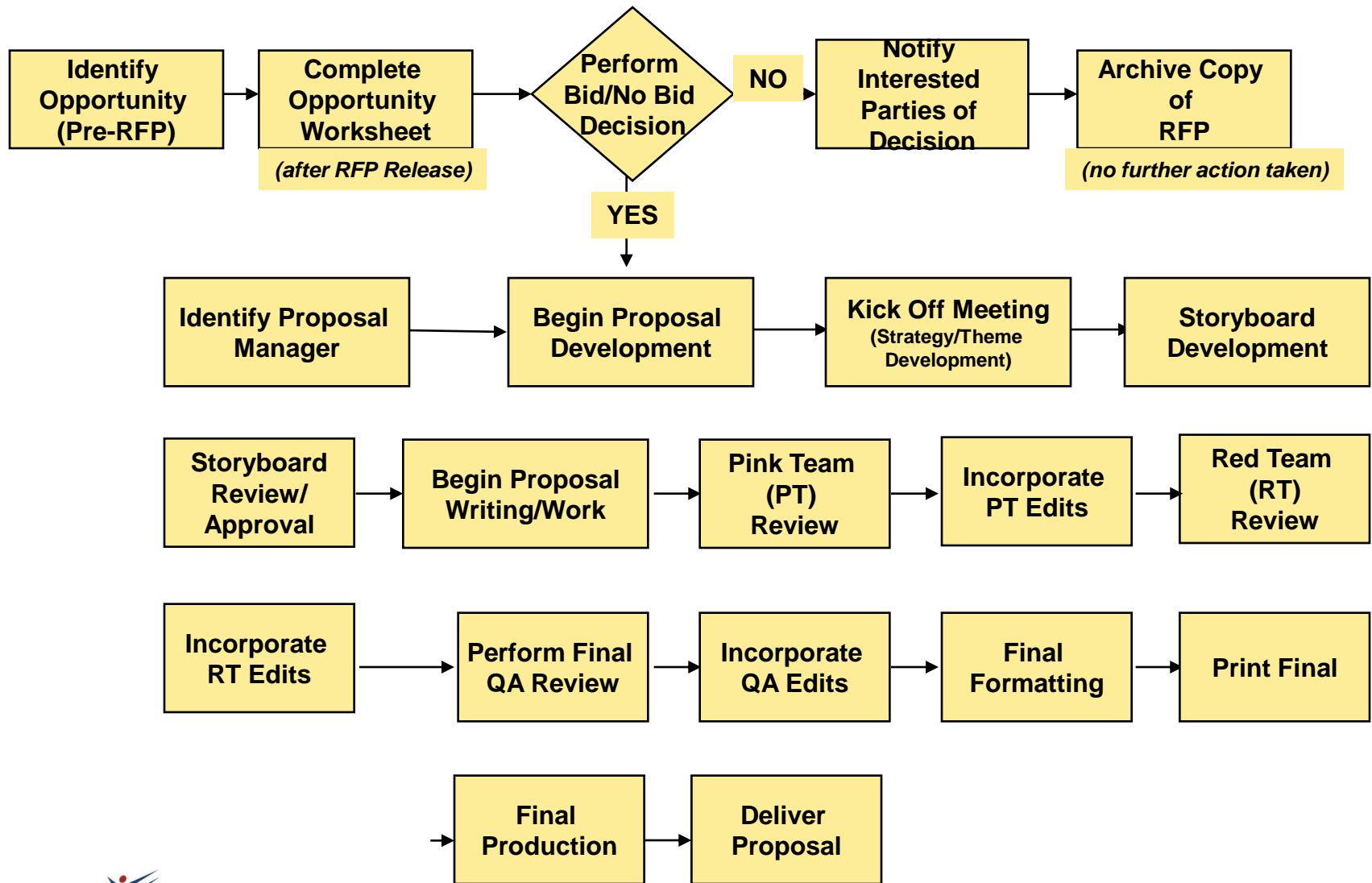
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NCMA West Sound Chapter

When in doubt, tell the truth. You will gratify some of the people and astound the rest.

- Mark Twain

Proposal development process overview



Opportunity win probabilities

Phase	Type of Bid	Bid Probability Guideline
Capture	Blind bid – new market	0 - 10%
	Blind bid – established market (current client)	10 - 25%
	Well positioned bid – new market (new client)	25%
	Well positioned bid – established market (current client)	35 – 50%
	Re-compete with satisfied client	75%
	Sole source or recent win growth (of significant size)	75%

Common contractor mistakes

- Missing or inadequate:
 - ❖ Capture
 - ❖ Competition
 - ❖ Client needs
 - ❖ Bid decision

Common contractor mistakes

➤ Missing or inadequate:

- ❖ RFP review
- ❖ Schedule
- ❖ Kick-off
- ❖ Traceability
- ❖ Themes
- ❖ Storyboards

Common contractor mistakes

- Missing or inadequate:
 - ❖ Writing
 - ❖ Style guide
 - ❖ Risk
 - ❖ Resumes
 - ❖ Project summaries
 - ❖ Reviews

Common government mistakes

- Missing or inadequate:
 - ❖ Contract type
 - ❖ Size standards
 - ❖ Pre-RFP discussions
 - ❖ Schedule
 - ❖ Resources
 - ❖ Reviews
 - ❖ Evaluation

Most common government mistakes

- Missing or inadequate:
 - ❖ Requirements
 - ❖ Stakeholders
 - ❖ Key personnel
 - ❖ Risk
 - ❖ Orals

Use sound, ethical business practices



**If I were two-faced,
would I be wearing this
one?**

-Abraham Lincoln

Further information

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Winning and Managing Government Business

The Enlightened Manager

(both at amazon.com)