



WEBINAR

VIP Presents

Strategies on how to respond to Opportunities

Webinar Takeaways

- Effective tips to address quick turn-around on RFPs
- Tools to help manage the volume of RFP requests
- Solicitation trends

Highlights of the Buying Season

- Multiple solicitations issued on single day
- Short response time
- Personnel requirements
 - Citizenship
 - Security Clearance
- Place of Performance requirements

Prepare Now

- Begin selecting content that can be used now
 - Past Performance write ups
 - Executive Summaries
 - Management Plans
 - Staffing Plans
 - Security Plans
- Make sure your registration in SAM is up to date
 - You can now download a copy of your Reps & Certs FAR Report and FAR/DFAR Report to include in the solicitation response

Data Confirmation

- Confirm that your data is available in CPARS
 - Ask for a copy of the CPARS submission
 - If time permits, request corrections if needed
- Confirm that your data is correct in FPDS (applies to primes)
 - NAICS Codes
 - PSC Codes
 - Period of performance

Update and Plan Now

- Begin making any updates or changes to the GWACs or schedules used by your organization
 - Administrative:Point of contact
 - Additonal labor categories
- Plan for surge support
 - Reviewers
 - Book Boss
 - Coordinators

Pivot the Process

- **Analyze the available time to determine the windows for review, time for formatting, time for input**
 - Begin by making a plan that attempts to find time for each of the reviews. Backward plan from the delivery of the proposal. Initially, try to target having the proposal done the day before it is due. This step automatically builds in a buffer of 12 to 24 hours. Also allow only a half day, 4-6 hours for review, including an hour for preparing the debrief and then an hour for the outbrief.
 - Recovery should begin immediately after the outbrief with the goal that recovery should take no more than 6-12 hours. After recovery is complete the team should then work on preparing the document for the next level review. This prep should 18-36 hours. .
 - Using this guide, work back toward a kickoff meeting. This approach may allow you to take a small quick turn proposal.

Developing Content Options

- **Get the outline out quickly and the more detailed the better**
 - If there is information available from previous proposals or other client assets that is relevant, the putting this information in also helps jump start the process by prompting writers and SMEs to begin inputs or gathering information.
- **Determine when key information is needed; rolling assembling (assembly line) development**
 - Some information may not be needed or even available until later in the process of assembling the proposal. Putting information in when it is needed and ready allows review time to focus on “real” inputs.

Alternate Review Approaches

- **Blend reviews**
 - A simple approach is to blend reviews. For example, doing a Blue/Pink or a Pink/Red depending on the time and information available allows you to accomplish the purposes of the reviews but saves significant time.
- **Staggered reviews**
 - This approach is to review sections of the proposal as they are ready and not wait for all sections to achieve the same levels of maturity.
- **Rolling reviews**
 - Similar to staggered reviews, rolling reviews eliminate stopping the development of the document or section and allow reviewers to look at snapshots of the document or section. This approach is particularly effective if the same reviewers work with the document from beginning to end since it allows direct follow up on action to comments and edits.

Create Flexibility

- **Be flexible on formatting and editing**
 - Try to put out some basic guidelines to minimize the effort required at the end. For example, if the RFP calls for Times New Roman 12, then tell the writers that and tell them to use that. If there is accepted color scheme or table or figure format and numbering system, tell them.
 - Graphics usually require the most lead time. While they don't need to be put into the document until toward the end, they do need to be submitted early so that the graphic artist can have time to do the work and they can be review early enough to catch any errors.

Category Management

- The [President's 2018 Management Agenda](#) aimed high with broad goals to include IT Modernization, reshaping of the Federal workforce, and reorganizing the Government. A majority of the agenda was a reiteration of what we have heard out of this Administration since day one as it covered 14 cross-agency priority (CAP) areas of transformation. One of these priority areas of transformation being Category Management.
- Sitting at #7 on the CAP list, the Administration intends to leverage Category Management to continue to create common contracts so they can be leveraged to drive savings and efficiencies stating that “by 2020, the Government will achieve \$18B in savings for taxpayers by applying category management principals [...] [and] through best value contract solutions – to 60% of common spend”.

Category Management

- Category Management is alive and well and seems to be thriving.
- The “Best In Class” title means the contract is officially preferred by OMB because it provides robust, pre-vetted solutions applicable across federal agencies, according to GSA. It also means that the contract also adheres to Category Management regulations.
- The Government Contracting community, primarily Small Businesses, seem to be concerned over the speed of trajectory of Category Management. The main point of concern is the identified BIC’s which contain a majority of “large business-focused” vehicles with extended periods of performance and no opportunity to on-ramp.

Current List of Best in Class

- [Alliant Small Business](#)
- [Alliant](#)
- [AutoChoice For Vehicle Purchasing](#)
- [BMO \(Building Maintenance & Operations FSSI\)](#)
- [City Pair Program](#)
- [EIS](#)
- [FedRooms](#)
- [GSA Fleet for Vehicle Leasing](#)
- [GSA SmartPay 2](#)
- [HCaTS](#)
- [IPS BPA: Identity Protection Services Multiple Award BPA](#)
- [JanSan \(Janitorial & Sanitation Supplies FSSI\)](#)
- [MRO: Maintenance, Repair & Operations FSSI](#)
- [Networx](#)
- [OASIS SB](#)
- [OASIS](#)
- [OS3 \(Office Supplies FSSI\)](#)
- [Schedule 48: \(Civilian Employee Relocation Homesale Solution - SINs 653-1 and 653-5\)](#)
- [Schedule 70: Hardware & Software SINs including Governmentwide Strategic Solutions \(GSS\)](#)
- [VETS 2: Governmentwide Acquisition Contract \(GWAC\)](#)
- [Wireless BPAs: \(FSSI - Federal Strategic Sourcing Initiative\)](#)

Purchasing: Current & Future State

HOW TO ADJUST TO CATEGORY MANAGEMENT AS A GOVERNMENT CONTRACTOR

Current State of Purchasing:

- Lack of coordination across agencies
- Duplicated efforts
- Many agencies; no leveraged buying power

Future State of Purchasing:

- Synchronized procurement across government
- Industry involvement in developing best category strategies
- Core competencies leveraged to match customer needs
- One common management framework



Strategies on how to respond to Opportunities

Managing the Initiative

- A few suggestions on how to remain responsive to this initiative while still bringing in revenue:
 - **Begin** a dialogue with your primary contracting offices to learn about the potential impacts and if your contracts meet the criteria.
 - **Leverage** and market your GSA Schedules during the last two quarters of this fiscal year. A majority of the BIC GWACs and BPAs have locked on-ramp periods so contracting offices will be looking for additional options.
 - **If you are not on a GSA Schedule** - start the process now. If you are having a hard time deciding which ones to target, consider Schedule 70 or the Professional Services Schedule (Schedule PSS).
 - **If you are in the services industry**, identify competitive Category Management opportunities and bid on the RFP when it becomes available.

WHAT'S TRENDING?

- **Trend 1. Increased National Defense Spending** –The Act provides \$654.6 billion in both base and Global War on Terror/Overseas Contingency Operations funding – the biggest year-to-year increase since the beginning of the War on Terror. The bill represents largest investment in national defense in 15 years. As is usually the case, increased defense spending will flow down to Government contractors providing them new opportunities to offer national defense products and services to the Federal Government.
- **Trend 2. Uptick for Homeland Security** – The Act includes \$47.8 billion for the Department of Homeland Security, an increase of \$5.4 billion over the last fiscal year. Many of these dollars will be spent in the form of contracts to bolster border infrastructure, add more “boots on the ground,” and improve surveillance technology. Arguably, this is progress for government contractors, even if none of the funds is available for the actual construction of the President’s border wall.

- **Trend 3. New Emphasis on Infrastructure Projects**– The Act includes more than \$21 billion for infrastructure projects across the country, including transportation, energy, water and certain critical facilities. The President’s campaign promise to modernize infrastructure is beginning to gain traction.
- **Trend 4. High Priority Focus on School Safety** – Recent high profile tragedies have riveted the nation’s attention on helping protect children and to promote safe learning environments. The Act provides more than \$2.3 billion in new funding for threat identification, mental health, training, and school safety programs at the Departments of Justice, Education, and Health and Human Services.

- **Trend 5. Heightened Efforts to Achieve IT Modernization** – Several billion dollars are devoted to information technologies to address pervasive and cross-cutting challenges for all of Government. Cybersecurity, shared services, agile development, commercial off-the-shelf software, cloud migration, data-center consolidation, big data, block chain, artificial intelligence, and the Internet of Things are opening new business opportunities for Government contractors.
- **Trend 6. Increased Use of Innovative Contracting Mechanisms** – The Defense Department is experimenting with a type of simplified acquisition process known as Other Transactional Authority (OTA). An underlying purpose of OTA is to encourage nontraditional defense contractors to develop innovative technologies, though more traditional defense contractors also participate. Observers expect OTAs to gain footholds in other agencies as DoD fine tunes processes to expedite acquisition of contracts for products and services.

- **Trend 7. Further GovCon Market Consolidations** – Look for the heightened pace of M&A activity to continue in the GovCon sector for at least the next 12-18 months. Market leaders seek entry into new market sectors and hope to gain economies of scale through consolidation and reduction in overhead accounts.
- **Trend 8. Continued Elimination of Regulations That Are Onerous, Duplicative, or Outdated** – The passage of The Act has—perhaps indirectly—validated many of the regulatory reforms sought by the Trump Administration from its inception. Stated another way, there is little supporting evidence found in The Act warranting an increase in red tape and regulatory obstacles. This is good news for the private sector, generally more familiar with commercial models for doing business.

- **Trend 9. More Equitable Distribution of the Federal Procurement “Pie”** – It seems that those drafting the Act in its early stages were keenly aware of the need to maximize the participation of small and socio-economically diverse companies. It is even conceivable that years of targeted lobbying efforts by industry groups and others are finally opening up more contracting opportunities to mid-sized firms as well.
- **Trend 10. New Opportunities for Industry in Combatting the Opioid Crisis** – The Act includes nearly \$4 billion in resources to combat the opioid crisis that President Trump has declared as a national emergency. This will open new opportunities for contractors to assist in in treatment, prevention, and law enforcement efforts to stop the spread of these dangerous drugs and help families and communities get the assistance they need. R&D firms are expected to increase their involvement in the battle against opioid addiction.