



**Industry Council Panel Discussion  
August 18, 2009**



**Focus Topic: Proposal Development  
...An Industry Perspective**



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### Industry Approach to Opportunities

Marketing \$

- Research 3-5 Years Out For Opportunities That Fit and Development of the Pipeline (Identification Phase)

Marketing  
and/or B&P \$

- Organizational Assessment and Evaluation 12-18 Months Out; Maturing the Pipeline (Capture Phase)

B&P \$

- Management Decision to Pursue/Bid 4-12 Months Out

B&P \$

- Proposal Period – Intense 14-60 Day Period IAW Solicitation ; Executing the Pipeline (Proposal Phase)



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### **Things Industry Hates to See that Affect B&P**

- Poor Communication of Government Strategies
- Vague or Unclear Requirements in Solicitations
- Wasteful Trips to Visit Government Representatives
- Poorly Organized Site Visits and Industry Days
- Extensions, Unless Justified
- Slipped Award Dates



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**Proposal Teams – Not Cheap to Herd the Cats**

- Capture Manager
- Proposal Manager
- Volume Leaders (Technical, PP, Quality, etc.)
- Pricing Managers/Analysts
- Subject Matter Experts
- Senior Management Reviewers
- Production Personnel



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**Industry Ideas to Improve the Proposal Process and Save Cost**

- Open Communication of Requirements Well In Advance
- Clear and Effective Solicitations of Requirements
- Early Industry Days and Site Visits to Make Informed Business Decisions
- Electronic Submission of Proposals
- Award on Time
- Position Solicitations to Avoid Frivolous Protests
- Be Open in After Action Reviews and Debriefs