**Playing to Win:**

Strategies to Scoring Higher and Winning Federal Government Contracts

Customizable Graphics Templates





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## Second Edition

## How to Use the Graphics Download

Donna T. Hamby has created this download to accompany OneTeam’s eBook and blog posts to help you implement these topics successfully into your proposal content.

The download includes a PowerPoint file and a Word file, which contain editable graphics that you are free to use in your proposals, in accordance with the Terms of Use on the previous page.

Graphics are a great way to convey ideas to evaluators, and will also help you deliver a lot of data in a format that is easy to review and understand.

If you want, change the colors of the graphics to align with your company or team branding, ensure the font type and size are compliant with your RFP requirements, and update the content in accordance with your RFP. You will then be ready to make png or jpg files of the PowerPoint graphics and insert into your proposal documents. This is within the reuse permissions as long as this or any derivative of these pages are not distributed or sold.

Word tables can be copied and pasted directly into your proposal documents. The files also provide some helpful tips for using the graphics, such as how to introduce the graphic to ensure you demonstrate the relevance of the graphic to the requirement. Many of the graphics will include words in all caps that are intended to be replaced with the appropriate term. Some of these terms include:

* COMPANY NAME
* CUSTOMER NAME
* CONTRACT ACRONYM
* PROGRAM MANAGER NAME

Also, many graphics include XX or XXX, which are placeholders for you to name items, such as the XX Safety Program or the name of software that is used for the process. A few graphics show you more than one variation, just to illustrate the difference between simple flat graphics and shaded, beveled shapes that create three-dimensionality. All shapes can easily be changed using the shape formatting options in PowerPoint – shadow, bevel, shape outline, and shape fill.

**The Power of the Contract Management Team: How to Win Federal Government Contracts**

## RFP Qualifications

| Personnel | Position | PWS Qualifications | Meets/Exceeds Qualifications |
| --- | --- | --- | --- |
| John Mayhem | Program Manager | Master’s Degree in business management, program management, engineering or closely related discipline | * Master’s Degree (UAH) Business Mgmt   Bachelor’s Degree (Auburn) Electrical Engineering |
| Minimum 15 years of management experience | * **18 years** of Management experience |
| Minimum 2 years of test and evaluation experience | * 4 years of T&E experience |
| Minimum 5 years of experience leading/supervising 100 or more employees | * **6 years** managing **120 personnel** – ABT&E contract |
| Active Top Secret security clearance | * Active Top Secret clearance |
| X years of leadership and management. Commanded at the XXX level leading X# people. ~X years at XXX with over X years T&E experience. Currently serving as PM of XXX contract. | |
| Name | Title |  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | |
| Name | Title |  |  |
|  |  |
|  |  |
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|  |  |

## Detailed- Duties and Responsibilities

| **Personnel** | **Duties and Responsibilities** | |
| --- | --- | --- |
| Name,  Title | * Empowered to manage contract through XXX down to individual employees – deliver quality products, plans, processes * Ensure work is conducted safely IAW plans and protocols * Engage with COR on all PWS and Contract items * Manage hiring of new personnel, employee issues, employee recognition, and promote work/life balance * Manage subcontractor performance * Coordinate with all XXX support elements | * Ensure employee productivity - fully engage and focus on executing PWS on schedule, leveraging proven practices/ methodologies, enhanced by XXX-approved innovations * Manage employee development and yearly reviews * Manage training and certifications (educational/vocational) * Support recruiting and retention efforts * Review, approve, and submit all CDRLs * Approve XX and XX timecards, PTO, and monitor travel |
| Name,  Title | * Serve as Business Manager; Alternate PM in PM absence * Gather data and create CDRLs for PM review and approval * Manage finances, develop invoices, oversee timekeeping, and support DCAA audits * Manage XXX-directed travel | * Coordinate with XXX Accounting, Contracts, Operations * Manage relationships with local support agencies including charitable and veteran organizations * Issue Individual Work Authorizations (IWAs) * Manage Medical Surveillance Plan |

**How to Score More Proposal Points when Responding to a Government RFP**

Team Graphic

|  |  |
| --- | --- |
| **Team Member** | **Role, Capabilities, and Expertise** |
| COMPANY NAME  Prime Contractor  Socio-Economic Codes | * Experienced IT prime contractor headquartered in CITY, STATE * Over 120 IT & Engineering professionals supporting clients at 12 locations, including Huntsville, AL; Colorado Springs, CO; Vandenburg AFB, CA; and Fort Greely, AK * Current prime contractor on 5 contracts, including 3 DoD contracts. * IT management support to 5,000+ Army users at Fort XXX for 5 years. * NIST 800-171compliant and CMMC Level 3 certified. * DCAA-compliant accounting system and timekeeping system. * Mature security Contracts, IT, and Human Resources. * PWS support to 3.1, 3.2, 3.3, 3.5, and 3.6. |
| Defense Cost Cutting Will Lead to Decreasing Federal IT Spending ...  COMPANY NAME  Major Subcontrator  Socio-Economic Codes | * Subcontractor headquartered in CITY, STATE with employees located in X states. * Over 8 years’ experience as a federal contractor, including over 5 years of support to US Army Garrison DPWs using GFEBS for Plant Maintenance Real Property, and Project Systems functions. * Tier I and Tier II Help Desk to 12, 000 US Air Force user at LOCATION for 7 years. * Currently providing XXX support to CUSTOMER and LOCATION. * Excellent CPAR rating on 24+ prime contracts. * 2018 and 2019 NASA SB subcontractor of year at MSFC for IT support on MITS II. * PWS support to 3.3, 3.4, and 3.6. |

|  |  |
| --- | --- |
| **Team Member** | **Role, Capabilities, and Expertise** |
| Logo  Company Name  Role  Socio-Economic Codes |  |
|  |
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|  |
| Logo  Company Name  Role  Socio-Economic Codes |  |
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What information to put in each proposal volume in the Team Graphic

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **TYPE OF INFORMATION** | **Exec Summary** | **Tech** | **Mgmt** | **Past Perf** | **Cost/**  **Price** |
| **ABOUT YOU** | **ü** | **ü** | **ü** | **ü** | **ü** |
| Name and logo | **ü** | **ü** | **ü** | **ü** | **ü** |
| Role as prime or sub | **ü** | **ü** | **ü** | **ü** | **ü** |
| Socio-economic status | **ü** | **ü** | **ü** | **ü** | **ü** |
| Number of personnel – use if it helps you. If prime is a Joint Venture, used COMBINED information. | **ü** |  | **ü** |  |  |
| Company headquarters – if it helps you | **ü** |  | **ü** |  |  |
| Office locations – Number of locations, and name a few relevant locations, such as near proposed work locations |  |  |  |
| **ABOUT YOUR CUSTOMERS** |  |  |  |  |  |
| Support for the same agency, division or directorate? | **ü** | **ü** | **ü** | **ü** | **ü** |
| Same kind of support for different agency? | **ü** | **ü** |  | **ü** |  |
| Other support to same agency, maybe not relevant to PWS. | **ü** | **ü** |  | **ü** |  |
| **Technical** |  |  |  |  |  |
| WHAT you do – technical capability area and # years’ experience | **ü** | **ü** |  | **ü** |  |
| HOW WELL you do it CPARS, etc, | **ü** | **ü** |  | **ü** |  |
| Applicable awards – contractor or subcontractor of year, contractor excellence award – must point to performance | **ü** | **ü** | **ü** | **ü** |  |
| NIST compliance, CMMC, and ISO certifications. | **ü** | **ü** | **ü** | **ü** | **ü** |
| WHAT PWS elements you will support | **ü** | **ü** | **ü** | **ü** | **ü** |
| **Management** |  |  |  |  |  |
| Security clearance – if it is required for proposed bid, especially if it is a higher level that competitors may not already have in place |  | **ü** | **ü** |  |  |
| If recruiting is significant, bullet full-time recruiters, HR staff | **ü** | **ü** | **ü** |  |  |
| Corporate retention rate or specific similar contract retention rate |  | **ü** | **ü** |  | **ü** |
| If recruiting or retention is issue on contract, a great place to work award, or other employee focused award |  |  | **ü** | **ü** |  |
| If transition is short, detail successful short transition |  | **ü** | **ü** |  |  |
| Experience managing subcontractors |  |  | **ü** | **ü** |  |
| OCONUS experience – if required on proposed bid | **ü** | **ü** | **ü** | **ü** |  |
| **Pricing** |  |  |  |  |  |
| If purchasing is a significant requirement for the proposed bid –detail approved purchasing system, |  | **ü** | **ü** |  | **ü** |
| For cost type contract – highlight DCAA compliant accounting system |  |  | **ü** |
| Timekeeping system |  |  |  |  | **ü** |
| Cost control awards, EVM accolades, anything about cost control |  |  |  |  | **ü** |
| Major cost control success – saved customer $5M on specific contract due to some innovation or risk mitigation. | **ü** | **ü** | **ü** | **ü** | **ü** |

**Winning Strategy**

**How to Turn your Hopeless Incumbentitis into Actual Winning Strategies**

| Previous Contract Implemented Improvements | New Contract Proposed Improvements | |
| --- | --- | --- |
| YEAR - YEAR | Contract Name Goals | YEAR - YEAR |
| Developed maintenance procedures (PWS)  Build document repository (PWS)  Implemented automated leave policy  Implemented XX to track project lifecycle PWS | **Goal 1 Automation & Documentation**  Reduce hand written notes and forms.  Increase access to electronic documents.  Expand CM | Barcode system for XX assets (PWS)  Checklist for urgent, non-urgent repairs (PWS)  Flowcharts to route to multi-tier support (PWS)  Quick Reference Guide for Help Desk (PWS) |
| Developed XX Training Program (PWS)  ISO 9001:2015 certified processes and PI culture.  Developed XX inspection schedule, checklist (PWS) | **Goal 2**  **Culture of Quality & Safety**  In all daily operations.  Built in every process as deliberate, not an afterthought. | Validate all repairs (PWS)  Quality Management Program expanded to include Lean principles (PWS)  Increase Lean training (PWS)  Additional ISO certification (PWS) |
| XX% XXX retention rate (PWS)  Added capability XXX (PWS)  Lean training for XX personnel (PWS)  Dedicated XX Lead (PWS) | **Goal 3**  **Invest in Personnel**  Training.  Career progression.  Employee retention. | Personnel promotion and advancement (PWS)  Career path for XX to increase retention (PWS)  Certify XXX (PWS) |
| Developed maintenance procedures (PWS)  Developed XX Training (PWS)  Trend analysis reduced equipment costs (PWS)  Assisted resolving deficiencies in xx (PWS) | **Goal 4**  **Continuous Process Improvement (PI)**  Proactive, disciplined approach. | Fully use XX SW (PWS)  Write scripts for XX (PWS)  Increase rewards to employees for PI (PWS)  Continuously evolve PI activities (PWS) |
| Implemented XX Tracking System and expanded PI initiatives to reduce costs (PWS)  Re-green with natural attrition - $XXK savings (PWS) | **Goal 5 Cost Control**  Be efficient & effective.  Proactively improve cost controls.  Job done right first time, every time. | Continue to reduce personnel costs through re-greening of the workforce as personnel depart (PWS)  Continue to use DFARS-compliant purchasing system to lower procurement costs (PWS) |

Risk Management 3

**What is Risk Management and What do I Need to Know?**

| Real or Potential Risks | Initial | | Mitigation Strategies | Final | |
| --- | --- | --- | --- | --- | --- |
| L | C | L | C |
| **Inefficient Maintenance Plans and Execution**: ***IF*** common and/or recurring maintenance issues are not addressed, ***THEN*** prolonged maintenance activities may delay XYZ’s test mission. | **3** | **4** | As part of PrM Plan, we will monitor WO data, conduct routine trend analysis to identify issues, identify root causes and implement effective, long-term solutions to improve facility, system, and equipment availability and mission readiness while reducing maintenance and repair costs. | 1 | 4 |
| **Emergency Repairs. *IF*** Facility or Test Range requires emergency repair during test, ***THEN* untimely delays** could be an impact to XYZ test, due to stoppage or delay. | **2** | **4** | Exercise Emergency Maintenance Procedure. Coordinate with Army, Base Ops contractor, Facility/Test Range Government Lead XX internal maintenance to ensure facility/test range is operational as soon as possible. | 1 | 4 |

Capability Matrix

**How a New Capability Matrix can help build a winning GovCon Team**

Use the instructions in the blog article to create a better capability matrix and then determine teaming arrangements.

For your proposal, consider using a Capability Matrix table as shown below, to present your team to the customer – showing full coverage of the PWS/SOW as it relates to specific Contracts and Customer.

Checkmarks are a more positive visual than ‘meatballs’ usually seen in a capability matrix.

This graphic great to use in the Past Performance volume in the Introduction, showing which contract citations will be included and how they are relevant.

The same chart can be used in a technical volume, to show the depth of your team’s technical expertise in the PWS/SOW areas.

| Teammate and  Contract Name | 2 General Rqmts | 3 Reporting | 4.1  Logistics Support | | | | | | | | 4.2  Common Sppt Services | | | | | | 4.3  Environmental & Safety | | | | | | | 5 Security | 6 Vehicle Ops | 7 Facilities, Property, Parts Mgmt |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4.1.1 | 4.1.2 | 4.1.3 | 4.1.4 | 4.1.5 | 4.1.6 | 4.1.7 | 4.1.8 | 4.2.1 | 4.2.2 | 4.2.3 | 4.2.4 | 4.2.5 | 4.2.6 | 4.3.1 | 4.3.2 | 4.3.2.1 | 4.3.2.2 | 4.3.2.3 | 4.3.2.4 | 4.3.2.5 |
| **PRIME: CUSTOMER XXX** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** |
| **PRIME: CUSTOMER IMSS** | **✓** | **✓** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | **✓** |  | **✓** |
| **Subcontractor DEF: ETSS** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** |  | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** |  | **✓** |
| **Subcontractor JKL: EOTMS** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** |  |  |  |  |  |  | **✓** |  |  | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** |
| **Subcontractor JKL: EOTMS II** | **✓** | **✓** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | **✓** |  | **✓** |

Most companies do not think of including ‘non-technical’ PWS/SOW areas in the capability. Try including them to show that your team understands the importance of reporting, training, security, and other areas that are often overlooked by bidders.

This is one more chance to instill the idea that your team is complete, thorough, and places importance on all aspects of the contract.

Convey Strengths

**The Simple Way to Convey Strengths in a Federal Government Proposal**

Same introduction text for “Strengths Graphic”

The XXX Team offers many strengths and benefits, which are shown in Exhibit 2 and includes one innovation to enhance capabilities, improve visibility, and gain efficiencies. The Goal Supported column references the ABC goal for future RTC mission support. These Goals map back to Exhibit X, detailing our five major contract goals for CONTRACT ACRONYM.

Exhibit 2. The ABC Team offers many XXX efficiencies to benefit CUSTOMER NAME.

|  |  |  |
| --- | --- | --- |
| Efficiencies/Strengths | Advantages/Benefits | Goal Supported |
| ABC XXX supports Directorates and Divisions. Our deep experience in CUSTOMER NAME XXX support includes inventory regulations, policies, internal procedures, and ability to manage unserviceable, deteriorated, and obsolete XXX. | ABC is the only company with XX (name specific experiences such as IT, Service Center, Systems Engineering…) experience. We have trained XXX personnel to support all Divisions and are able to cross-level XXX personnel to meet diverse testing requirements and safety regulations. We designed our training and management processes to efficiently support all Divisions. | #2 Culture of Quality & Safety |
| XX Support Request, XX SharePoint Workflow introduced by ABC XXX Team. | Standardized approach for requests to be serviced from all ECTD divisions to haul, ship, or receive ammunition. Provides schedule view, long-term planning, historical metrics, and transparency of day-to-day XXX dispatch operations to all customers including Government Test Engineers and XXX test teams. | #1 Automation |
|  | | |
| Innovation | Advantages/Benefits | Goal Supported |
| Develop barcoding system for XXX asset visibility. This capability was requested by the XX office. | Uses technology to create system enabling real-time updates via mobile and wired-in devices during XXX life cycle. Allows for transparency through test phases. | #1 Automation |