

Training Topics & Outcomes

- (1) Qualifying Opportunities (How to find the right contract for you!):** Outcome is an understanding of the techniques to effectively spot and qualify Army business opportunities at an earlier stage, reducing your costs and maximizing your chances of success. Class will also talk about how to prepare and ask the right questions when meeting with the Government so both parties walk away having learned something about each other.
- (2) Pipeline Management (How to identify and track future contracts for you!):** Outcome is to provide ideas to obtain significant improvement in turning qualified opportunities into customers in a predictable, well-disciplined manner and achieving revenue generation goals. Understand the key elements and metrics/measures of a successful opportunity and pipeline management process. Discussion will also facilitate identifying your target market and strategies for improving the process.
- (3) Capture (How to prepare successfully for a winning proposal effort.):** Outcome is an understanding of the process from end to end and the criticality of focusing on increasing probability of winning through early investment into information gathering, relationship building, and strategy development. Effective Capture planning reduces costs, avoids wasting money and results in a foundation for pursuing strategic, must win opportunities. Discussion will also cover how to use the capture process to set conditions for winning proposal development and the Capture business in today's market.
- (4) Teaming Strategy (How to partner with other companies to win.):** Outcome is to learn the strategies involved in being a prime contractor, a subcontractor, or a teaming partner. Discussions of how to team to win on both multiple and single award contracts and selecting the right partners.
- (5) Proposal Development (How to write a winning proposal – It's a process not an event!):** Outcome is to learn tips on crafting compelling, fact-based proposal stories that are compliant, resonate with the evaluators during source selection. Discussions of roles and responsibilities of proposal team and common pitfalls that can be avoided. Training also centered on the process from A to Z with tips on how to make it easier and more efficient.
- (6) Leading a Proposal Development Team (How to bring together the team in order to win.):** Outcome is an understanding of how to organize a proposal team and prepare for the release of the solicitation and what actions to take to bring a proposal together successfully. Discussion covers techniques and tips for leadership of a multi-functional team proposing against sophisticated Government RFPs.
- (7) Source Selection (How the Government decides who wins.):** Outcome is for the leadership and Proposal Team to receive practical descriptions of the Government process, how to develop language IAW Sections L & M, tips & techniques for successful narrative development, and consequences of poor RFP responses. Discussion covers common misperceptions and myths about the process as well as how an understanding of this process affects how you build your proposal. Part II of this class is a customized analysis of a specific opportunity.
- (8) Section L & M (How to interpret the Government's instructions so you can win.):** Outcome is to develop an understanding of how to map the Government's instructions against the evaluation criteria with a focus on practical exercises. Government evaluators will tell you that many pages about how good the company is does not substitute for a cogent explanation of what the company plans to do and how it is going to do it. Discussion covers a methodology for developing guidance / writers packages to accompany compliance outlines that will save hundreds of hours and thousands of dollars.

(9) Writing Past Performance (How to tell your company’s story in order to win.): Outcome is for the team to understand that each RFP will be very prescriptive about the information needed to provide when you describe each past-performance contract. While it may seem obvious, you really do need to provide all the requested information in order to submit a “compliant” proposal but there is a recipe for doing it effectively.

Coming Soon...

How the Government Transfers Risk Through Procurement Process: Outcome is for industry to understand how the Government will utilize different types of procurement to either transfer risk from industry to the Government for R&D type of procurements or from the Government to industry for services or COTS purchases. Alternate Classes:

- a. Risk Management
- b. Warrantees
- c. Contracting Choices for a PM

DoD Acquisition/Contracting Organizational Structures: Outcome would be for industry partners to understand not only the organizational structure of ASA(ALT) and PEO’s but how ACC, AMC (DLA), Army Staff and Operational Commands all fit together (dotted and straight line relationships) and how DoD organizational structures affect contracting.

How Does Money Flow in DoD: Outcome is for industry partner to understand the POM cycle, color/types of money, Title 10, and how programs get funded.

Where do Requirements Come From: Outcome is for industry partners to understand the Requirements process (from the President’s Strategic Guidance to JUONs/JEONs/UONs/Joint DCR, to customer funded requirements), the differences between ICDs/CDDs & CPDs, understanding of DOTLMPF-P and how TRADOC works with PEOs (alignment too).

PM Selection Process: Outcome is for the industry partner to know the difference between a PM/PdM/Pd/PEO and how these relationships shape the acquisition process.

DoD 5000: Outcome is for industry partners to understand the DoD project lifecycle and how contracting is effected based on the stage of the lifecycle (i.e., R&D, development, testing, development (LRIP/FRP) and sustainment).

Interested? Join the Agility Community!

Agility Development Group specializes in supporting companies seeking to win business with the United States Government. We are a learning company that uses an integrated, ‘vested interests’ approach to support the growth of our business partners.

The Agility team is a diverse group of dedicated professionals with extensive experience in Government, industry, and education. We provide on-demand services, information, and learning products in the areas of business development, capture and proposal support.

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