

**Course No. 103 – Developing Grade "A" Technical Proposals ... FOCUS on the Details**  
(Offered only by pre arrangement at your site. For details call 1-888-389-1230).

**Instructor:** Felicia M. Gaston, B.A., M.A.

This course takes the mystery out of responding to RFPs; emphasis is on understanding the government's requirements and preparing your responses accordingly. The workshop helps to reduce the anxiety associated with RFPs by breaking the process steps into manageable pieces. In a lively, interactive format, participants are introduced to a strategy that provides a competitive edge -- focusing on areas overlooked by many businesses. The instructor provides an easy, step-by-step, logical process for use in preparing a compliant response to a Request for Proposal (RFP). Concentration is on understanding where to locate the government's requirements, how to get started in preparing your response, what should be included in your Technical Proposal, and pre-proposal planning activities. Subcontractors will learn how to endear themselves to the Prime Contractor by demonstrating their understanding of the Proposal Process (i.e. give the Prime information that doesn't have to be re-written).

**Prerequisite/Advanced Preparation:** None. (It is highly recommended that you have read a government issued Request for Proposal prior to the class.)

**Instructional Method:** Group-Live

**Objective:** To provide the knowledge necessary to develop a compliant Technical Proposal; and tips and techniques to improve the effectiveness of your proposals.

**Audience:** The course is designed for business owners, managers and employees who want to know more about how to create a Technical Proposal and about the RFP process in general. It is also appropriate for the novice, as well as those with experience in preparing Technical Proposals. The workshop is excellent for subcontractors considering a move into a Prime Contractor role.

**Instructor Profile:** Ms. Gaston has over 25 years experience in preparing successful responses to multi-million dollar government and commercial RFPs; and is a key proposal instructor for the Howard County, MD Economic Development Authority.

**Course Outline:**

This highly interactive, one-day workshop focuses on the step-by-step mechanics of producing a complete and compliant response to a Request for Proposal (RFP). This workshop focuses on the basics:

- Identifying the government's requirements
- Making a "Bid/No-Bid" decision
- Knowing where to start preparing your proposal
- Using an outline to prepare your proposal
- Creating and customizing the Management Plan
- Tailoring your Past Performance information
- Putting the final response together
- Reviewing common mistakes you should avoid

Attendees must come prepared to be actively involved in the learning process; and an open environment where questions are encouraged.

Learn what it means to "FOCUS on the details".

**Course Level:** Basic

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