



# Winning Business for Federal Contract Project Managers

In this class, project and program managers discover how to grow their contracts and win more revenue by learning how to support business development (BD) and proposal efforts. Even if BD and proposals aren't in your job description, winning contracts is essential to the growth of the company and everyone should be prepared to support that mission. In this course, you'll learn what the business acquisition lifecycle is and how you can contribute to expanding current contracts and winning new work.

## What you will learn:

- The roles of project managers and operations staff on recompetes and new bids
- How to prospect for new business
- How to win your recompile
- How to support the development of proposals in your company
- How project managers motivate their operations team to support bids

## Who should attend?

This class is designed for program managers, project managers, and anyone who wants to understand how to support proposal development from positions in operations.

## Seminar schedule:

Time	Activity
8:30	Breakfast and check-in
9:00	<b>Roles and responsibilities.</b> We will discuss the potential roles and responsibilities a project manager and corporate staff can play on recompetes and new bids, how the Project Manager can prepare and motivate their staff to support bids, and how to improve collaboration and communications.
10:00	<b>Good housekeeping.</b> We will discuss the project manager's responsibility to provide timely and accurate information about their project and maintain excellent past performance references and summaries to support the bid. Additionally, we'll provide scenarios of information requests corporate staff may be asked to fulfill for a proposal.

Time	Activity
11:00	<b>Prospecting for new business.</b> We will discuss how the project manager and his/her staff can help the company prospect for new business by understanding potential new business targets, what information to collect about the targets, when it should be collected, and how to turn the information into new business.
12:00	<b>Working lunch with Case Study Reviews</b>
1:00	<b>Win your recompet.</b> We will review how to help influence the recompet in your favor, fairly assess your performance, develop the recompet solution, and review and amend the proposal.
2:30	<b>Support other proposals and reviews.</b> We will discuss how the project manager and corporate staff can support other company proposals by providing solution development, pricing, past performance, and proposal review support.
3:00	<b>Win Lab exercise.</b> We will separate into teams and apply everything we have learned to respond to a mini request for proposal. We will pick the winning proposal and review our lessons learned.
4:30	<b>Training concludes</b>

**Instructor:**

**Brenda Crist**



Brenda Crist teaches the Winning Business for Federal Contract Project Managers class, Proposal Writing, and APMP Foundation Certification classes. As a consultant she serves as a senior capture and proposal manager. She helps clients work with their staff and partners to create winning, well-written proposal solutions. She offers hands-on experience from leading and conducting systems and network management projects for many civilian and military clients.

Brenda stays current with the latest procurements, their requirements, and industry best practices. Brenda served as the 2010 President and formerly as 2009 Vice President and Professional Day Chairperson for the Association of Proposal Management Professionals (APMP), National Capital Area (NCA) Chapter. She has been an active

member of APMP-NCA since 2003, serving as Professional Day Chair of Publicity, Speakers Program, and Chairperson for the 2006, 2007, and 2008 events, respectively. Brenda was inducted as an APMP Fellow in June 2011 and also received the Steven S. Myers Award for 2011 APMP Chapter Chair of the Year.

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