



Proposal Reviews for Federal Contractors

Win More by Evaluating from the Customer's Perspective

Effective proposal reviews are critical for improving proposal quality and submitting winning bids. This class teaches attendees what makes a great proposal and how to review, evaluate, and score proposals like a government evaluator. Attend this class to learn how to lead and participate in color reviews as well as leverage our seven quality measures to increase your win rates.

What you will learn:

In this Proposal Review seminar, you'll learn:

- How the government manages procurements and evaluates proposals
- How to plan and manage effective reviews that mimic how government evaluators score proposals
- How to avoid pitfalls commonly found in proposal reviews
- How to lead every review session to efficiently increase proposal evaluation scores

Who should attend?

This class is designed for business development, capture management, and proposal management professionals as well as for company executives and operational managers, including project managers and technical professionals who participate in reviews or anyone who needs to understand how proposal content will be evaluated by the government.

Seminar schedule:

Time	Activity
8:30	Introduction and Purpose
8:45	How the Federal Government Manages Procurements
9:15	How the Government Evaluates and Scores Proposals
9:45	Break
10:00	Team Activity: Identifying Strengths
10:45	Defining a Great Proposal
11:15	Proposal Review Mistakes and Seven Proven Quality Measures

Time	Activity
11:45	Lunch and RFP reading period
1:00	Team Activity: Review a Proposal Excerpt Using 7 Quality Measures
1:45	Scoring Proposals like a Government Evaluator
2:00	Break
2:15	Team Activity: Create a Government Scoresheet
3:00	Team Activity: Score the Proposal
4:00	What Did the SSEB Determine?
4:15	Conclusion and Q&A

Instructors

Lisa Pafe



Lisa Pafe teaches our Strength-Based Winning, Proposal Writing, and Proposal Review classes as well as our APMP Foundation Certification class. She brings more than 30 years' experience in project management, business development, capture and proposals, solutioning, and training. Her experience also encompasses project management, business process improvement, and organizational change management.

She is a Project Management Institute (PMI) certified Project Management Professional (PMP) and an APMP Fellow with Professional-level certification (CPP APMP). She is a trained Internal Auditor for ISO 9001:2008. She holds a Masters of Information Systems from The George Washington University School of Business and a Masters of Public Policy from Harvard University. Lisa has managed hundreds of winning government proposals and brings extensive experience in all aspects of business capture and proposal operations.

Lisa is the 2016 and 2017 Association of Proposal Management Professionals (APMP) National Capital Area (NCA) Chapter President and previously served as Vice President and Chair of NCA's Speaker Series Planning Committee.

Brenda Crist



Brenda Crist teaches our Proposals for Project Managers, Proposal Writing, Proposal Reviews, and APMP Foundation Certification classes. As a consultant she serves as a senior capture and proposal manager, helping 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 civilian and military clients. Brenda stays current with the latest procurements, their requirements, and industry best practices. Brenda currently serves on the board of the APMP Chesapeake Chapter. For the APMP-NCA chapter, she served as the 2010 President and formerly as 2009 Vice President and Professional Day Chairperson. 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.

Training Office: Beth Wingate 703.638.2433 bwingate@lohfelddconsulting.com

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