



Proposal Management & Writing Services

Hire our proposal development experts to win your next contract.

Our customers increase their win rates by using the Lohfeld Consulting Group's team of talented and motivated proposal professionals, who average more than 20 years' experience managing and writing competitive proposals for government contractors.

Lohfeld Consulting Group's mission is to help clients win more government contracts. We can provide a complete proposal team to manage proposal development from RFP decomposition to proposal delivery, or we can provide individual experts to augment your proposal team. We can help you take advantage of the GWACs and IDIQs you've already won and provide the resources you need to position your company effectively and respond to multiple, concurrent task order proposals. We handle technical, management, resume, and past performance volumes as well as lead and participate in blue, pink, red, and gold team reviews. Our consultants specialize in IT, systems integration, professional services, engineering services, hardware, aerospace, defense, and high-tech products and solutions procurements.

Take advantage of the services we offer nationwide:

- [Proposal Management and Solution Development](#)
- [Proposal Writing and Editing](#)
- [Graphics Design/Desktop Publishing](#)
- [Proposal Reviews](#)
- [Task Order Support](#)
- [Professional Training](#)

Winning Proposal Management and Solution Development

Look to Lohfeld Consulting Group for proposal managers, volume leads, solution architects/subject matter experts, and proposal coordinators. Our consultants are a select group averaging more than 20 years' experience and chosen for their expert skills and subject matter expertise.

When you engage our support, our consultants will follow your company's proposal process and use your proposal development tools (such as SharePoint, Privia, WinCenter) to manage the development of your proposal. If you don't have a preferred methodology, you can use our proven proposal development process and tools. Our consultants will

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www.lohfeldconsulting.com

work on-site collocated with your technical team, and we work assignments anywhere in the United States and Europe. Our consultants can also manage your proposal virtually, using a complete suite of virtual proposal tools.

Proposal Managers

From pre-RFP proposal planning through proposal delivery, our senior proposal managers direct the proposal team of authors, engineers, subject matter experts, desktop publishers, vendors, and subcontractors.

Our proposal management support includes:

- Developing pre-proposal and proposal plans, schedules, staffing requirements, and budget estimates; reviewing these plans with the capture manager; and using them to manage the effort and provide continuous visibility into proposal status
- Advising clients on bid and proposal (B&P) strategies
- Applying thorough knowledge of industry-standard proposal processes and tailoring these to the client's process
- Analyzing the RFP and amendments and creating the proposal outline, proposal design and style templates, and RFP compliance matrices
- Organizing and leading a focused proposal team
- Organizing and running the kick-off meeting and subsequent meetings
- Allocating requirements to volumes and sections, ensuring proper interfaces among volumes
- Developing annotated proposal outlines that track with the RFP
- Assisting in developing themes and identifying discriminators
- Directing the proposal writing and integration of proposal sections
- Establishing and managing proposal schedules, plans, deadlines, and progress
- Ensuring that subcontractors understand their roles in the proposal and provide needed information
- Developing and vetting questions to the government agency
- Developing color team review plans and leading preparation for proposal reviews
- Leading incorporation of review comments into volumes
- Generating proposal "lessons learned" summary at proposal completion

Volume Lead

A volume lead is responsible for the overall quality of a volume, under the leadership of a proposal manager. Support includes:

- Assisting the Proposal Manager in developing the annotated outline and compliance matrix for the respective volume

- Working with appropriate writers and subject matter experts (SMEs) to identify and capture content
- Comparing related sections to ensure consistency across the proposal
- Facilitate the development and selection of graphics for the volume
- Managing compliance, responsiveness, and overall quality of the respective volume
- Assist in reviewing and editing volume sections as necessary

Proposal Coordinators

Our proposal coordinators assist the proposal manager by providing the following services:

- Determining formatting and production-related requirements of the RFP and establishing (in conjunction with the proposal manager) formatting directives, production guidelines, publication deadlines, and production schedules
- Coordinating the proposal effort among desktop publishers, graphics personnel, and authors
- Assisting the proposal manager in developing/maintaining proposal schedule, plans, outlines, and assignments
- Establishing the configuration control process and maintaining version control of proposal text and graphics iterations
- Establishing and maintaining the graphics log
- Setting up and managing the collaborative portal if necessary (e.g., SharePoint, WinCenter, Privia)
- Coordinating special-access badging requests for consultants and other proposal team members
- Creating and maintaining the proposal team contact list
- Handling all meeting logistics and taking and distributing meeting minutes
- Coordinating/scheduling meetings, conference calls, email notifications, and updates to the proposal team
- Maintaining proposal room walls with up-to-date graphics and text
- Ordering all supplies/materials for proposal team
- Arranging for meals and other special requirements for proposal staff

Solution Architects/SMEs

We also provide solution architects and subject matter experts to assist our clients with agency-specific expertise, domain expertise, and technical expertise. These experts support development of a client's solution and technical approach. They are also available to serve as proposal review members or volume leads.

Winning Proposal Writing & Editing

Our proposal writers integrate with the proposal team to write compliant, clear, and persuasive proposal text for a proposal section or an entire volume. Many of our writers specialize in interviewing subject matter experts (SMEs) and compiling the information, creating compliant content from existing or “problem” text, or developing and writing specific sections of proposals, such as resumes, past performance, and management plans. All of our writers can provide the following:

- Identify information needed to draft a section from a completed storyboard or annotated outline
- Interview subject matter experts to obtain required, in-depth information
- Perform basic research to obtain needed information
- Synthesize existing source material for use in a proposal section
- Organize topics for a particular proposal section
- Map allocated requirements to subsections
- Identify and sketch out graphics
- Incorporate review comments while updating or improving sections
- Compare with related sections to ensure consistency
- Ensure work incorporates proposal’s strategies, themes/discriminators, and technical/management features and benefits
- Ensure work is compliant and within allocated requirements

Proposal Editors

Our editors work with proposal writers to ensure that the proposal presents a consistent style, format, and logical flow and organization. Depending on the level of edit requested and as dictated by the time available for the edit, our editors:

- Develop and/or enforce a proposal style guide
- Correct all errors in spelling, punctuation, format, and grammar
- Suggest revisions relative to compliance and consistency
- Work one-on-one with proposal writers
- Revise and improve sentence construction, organization of ideas, clarity of thoughts, and conciseness of words

Design and Desktop Publishing

Our graphics consultants serve as both designers and conceptual artists. These professionals take ideas from technical personnel and subject matter experts and develop compelling illustrations that reflect those ideas—from simple organization charts to complex foldouts.

Our consultants are experienced in providing graphic design support for responses to government RFPs, including proposal illustration, proposal covers, CD labels, oral presentation slides, and overall proposal layout. All of our graphics consultants can:

- Establish the “look and feel” of the written proposal, as well as oral presentations
- Develop and maintain graphic templates and standards for proposal preparation
- Convert and tailor graphic illustrations drawn from archives
- Edit graphic art based on review comments until approved
- Develop and maintain a graphic log book with up-to-date artwork
- Create and maintain graphic “slug” ID numbers and revision numbers for version control
- Import and export files between software programs and platforms
- Troubleshoot many software and hardware compatibility issues

Proposal Reviews

Every proposal benefits from an outside review. Our senior consultants can participate in a color review, conduct an independent review against our 7 Quality Measures, or conduct a mock government source selection board review. No matter which review type you select, you can count on thorough, frank assessments, and actionable out-briefs.

7 Quality Measures Review

We’ve developed 7 criteria to assess a proposal’s quality:

- **Compliant structure** – proposal is compliant with the instructions, evaluation criteria, and PWS
- **Responsive content** – each proposal section fully addresses what the RFP requires
- **Customer-focused** – the emphasis is on the customer, not the bidder
- **Compelling and feature rich** – proposal includes features and benefits with substantiating proofs that are apparent as strengths
- **Easy to evaluate** – evaluators can easily score the proposal because it includes cross-references and maps back to the evaluation criteria
- **Visual communications** – proposal is attractive and uses graphics, icons, and tables to highlight features and benefits
- **Well written** – proposal uses active voice, maintains a consistent tense and conventions, and avoids vague or empty words as well as unsubstantiated “bragging”

For a live proposal, our expert will review the RFP and score your proposal against our 7 Quality Measures. We understand the last thing you need is a failing grade without an idea of how to make it better, so our consultants annotate specific recommendations for

how to improve your proposal's probability of win. At the end of the review, you'll have an annotated copy of your proposal along with a debriefing document that gives you a specific roadmap for improving the proposal's quality.

To illustrate the power of Lohfeld's 7 Quality Measures review, consider a small study we conducted with 6 of our clients. We reviewed 23 of their proposals against our 7 Quality Measures with the clients' commitment to implement 100% of our recommendations. The results were fantastic—win rates improved from an average of 32% on similar bids to 76% for known outcomes (this includes proposals that won on technical but lost on cost). Click [here](#) to download the report and read more about our 7 Quality Measures.

Postmortem Reviews

In addition to live proposals, we also conduct a 7 Quality Measures review on submitted proposals. We follow the same process as we do for a live proposal review including reviewing the RFP, scoring the proposal against the 7 Quality Measures, and annotating the proposal with specific comments. Instead of providing a roadmap for how to improve this already submitted proposal, we conduct an out-brief discussion on how to improve your proposals generally based on this example.

Mock Government Source Selection Evaluation Board (SSEB) Approach

Clients often report that their proposal reviews get sidetracked by grammar, formatting, and other minor concerns, but miss the crux of what it will take to improve a proposal's chances of winning. Our Mock SSEB approach resolves this concern by conducting the review only against the government's evaluation factors. Companies have two options for mock SSEB reviews—Mock SSEB Facilitation or Mock SSEB Review.

Mock SSEB Facilitation. During the pre-RFP phase, our consultant reviews capture materials and relevant documentation such as draft RFP, strawman RFP, or the prior solicitation to prepare a custom scorecard/matrix that mimics what an actual source selection board would use. The consultant meets with the capture team to have them review and buy in on the scorecard. Post RFP, the consultant and capture team update the scorecard against the RFP requirements, and then the mock source selection evaluation is conducted by our consultant and the capture team. Our expert facilitates the review process and the collective out-briefing by the capture team.

Mock SSEB Review. Once the RFP has dropped, our expert reviews relevant RFP documentation and related capture materials to develop a scorecard that mimics what an actual source selection board would use. This scorecard requires reviewers to identify strengths, deficiencies, risks, and weaknesses against the proposal sections and the RFP's evaluation criteria. Our expert reviewer can deliver the custom score to your team for use independently, or our expert will use the scorecard to review the proposal and out-brief

your team. Outbrief includes the annotated scorecard and proposal and specific instructions for how to improve your proposal score.

Either Mock SSEB option is a transformational process for your team to understand how the government scores proposals and where their revisions will have the greatest payoff for the proposal's probability of win.

Task Order Support

Billions of procurement dollars are running through U.S. Government contract vehicles that use task order proposal submissions to select their service providers. Are you struggling with how to take advantage of the GWACs and IDIQs you've already won? Do you have the resources you need to position your company effectively and respond to multiple concurrent task order RFPs? Do you have a well-oiled task order "factory" in place, or is every task order submission a major ordeal for your team?

1. Are your company's GWACs and IDIQs underutilized?

We can help you build a pipeline of task orders for the next 3 months to 3 years that maximizes your win potential:

- Describe how well you're using the IDIQ in comparison to other firms
- Develop a list of potential IDIQ task orders bids that will maximize your win potential
- Set up search agents and watch lists to keep you informed of changes in a bid's status

2. Are your subcontractors underutilized or do you need new subcontractors?

We can help you re-engage with subcontractors on bids of mutual interest and identify new subcontractors to fill gaps:

- Identify bids where your current subcontractors can fill gaps and bring added value
- Identify new subcontractors that fill gaps or can add value to a current bid

3. Have you positioned your company to win a task order?

We can help you raise your visibility to customers and contracting officers by helping you write white papers, responses to requests for information (RFI), and presentations that will get their attention:

- Conduct market research to justify the use of your IDIQ
- Write RFI responses that position your company as a contender
- Develop questions to collect customer requirements

- Write white papers to influence the statement of work, instructions, and evaluation criteria
- Develop value propositions to validate solutions with customers

4. How do you know where you stack up against the competition?

We collect ethical public information that helps you quickly assess your competition and make efficient bid/no bid decisions:

- Profile your most likely competitors
- Assess how their past performance and key personnel stack up
- Identify your competitors' likely strengths and weaknesses

5. Do you have the winning solution?

We can help you develop solutions that maximize your strengths and distinguish your bid using our strengths-based solutioning approach:

- Help collect customer requirements
- Identify the characteristics of the winner from the customer's perspective
- Identify your potential strengths and discriminators
- Build your solutions based on a core set of strengths backed by proof points

6. Do you have the proof points to validate your strengths?

Busy managers and technical subject matter experts (SMEs) often don't have the time to generate past performance summaries. We can work with your project managers and technical SMEs to generate useful past performance summaries and proof points that will distinguish your company:

- Help your project staff develop past performance summaries and proof points
- Help key staff members develop resumes that attract customers
- Develop key company facts that can be used in numerous bids

7. Do your reviews generate the right feedback needed to produce winning proposals?

Our **Seven Quality Measures** can help you acquire the feedback you need to improve your proposal:

- Train staff how to write more effectively and conduct better reviews
- Plan and conduct bid reviews and aggregate review comments
- Set up and support a recovery strategy

8. Can you respond to multiple concurrent task orders?

We can provide the resources you need to respond to multiple concurrent task order RFPs or provide an ongoing task order RFP response team for you:

- Capture Managers
- Proposal Managers
- Writers/Editors
- Desktop Publishers

9. Are you getting top-level support from task leads, technical SMEs, or internal project management organization (PMO) staff?

We sponsor a 1-day [Winning Business for Federal Contract Project Managers](#) seminar demonstrating how project managers, task leads, technical SMEs, and PMO staff can help grow business organically, support re-competes, help on other proposals, and keep their past performance and resumes in order.

We offer a 1-day course on [Winning GWACs, IDIQs and Task Orders for Federal Contractors](#) to help customers target and win the best vehicles and avoid empty vehicles with effective task order bids.

Take a look at a couple of our webinars for hints and tips for developing task order proposals:

- [Target the right IDIQs and GWACs \(and win your share of task orders\)](#)
- [“APBs” of persuasive proposal writing for reluctant writers, enigmatic engineers, and circuitous SMEs](#)