



Strength-Based Winning for Federal Contractors

Win More by Solutioning to Strengths – Online

To win federal best value tradeoff proposals, you need to have the best and possibly the most strengths. This class sets the framework for how the government evaluates proposals and what constitutes a strength to government evaluators. Attendees learn how to perform strength-based capture, strength-based solutioning, and strength-focused proposal reviews as well as write proposal text that highlights those strengths.

What you will learn:

In this Strength-based Solutioning class, you'll learn:

- How the government evaluates proposals and determines strengths, weaknesses, deficiencies, and risks
- How to plan and manage effective strength-based solutioning sessions
- How to budget and map strengths for higher scores
- How to write proposal text featuring strengths that are supported by proof points
- How to conduct strengths-based proposal reviews and score your proposal like a government evaluator
- How to use results to efficiently increase proposal evaluation scores.

Who should attend?

This class is designed for capture management, solution architect, and proposal management professionals as well as for company executives, project managers, and technical professionals who participate in solutioning, writing, and reviewing proposals.

Seminar agenda (three modules over 2 to 3 days):

Module 1 – Improving win rates: How the government evaluates your bid for Strengths (Approximately 2 hours)

- Introductions and purpose
- How the Federal Government evaluates proposals
- Source selection decisions
- Task order bids
- Defining a great proposal
- Seven proven quality measures

- Fresh perspective
- Lessons learned
- Conclusions
- Q&A

Module 2 – Improving win rates: Strength-based capture and solutioning (Approximately 3.5 hours)

- Introductions and purpose
- Module 1 recap
- Understanding Strengths
- Strength-focused capture
- Influencing the RFP
- Strength-based solutioning
- Lessons learned
- Conclusions
- Q&A

Module 3 – Improving win rates: Strength-based proposal writing and reviews (Approximately 3.5 hours)

- Introductions and purpose
- Modules 1 and 2 recap
- Planning content
- Writing strength statements
- Effective proof points
- What's SUPS?
- Strength-based proposal reviews
- Lessons learned
- Conclusions
- Q&A

Instructors

Lisa Pafe, Vice President, CPP APMP Fellow



Lisa Pafe teaches our Proposal Review, Proposal Writing class, GWAC/IDIQ, Strength-Based Winning, and APMP Foundation Certification classes. She brings nearly 30 years' experience in management consulting, marketing, business development, project management, and proposal management. 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 Fellow). 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 was the 2016–2017 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.

Liz Skarlatos, CPP APMP



Liz Skarlatos applies her 30 years of business development, capture management, proposal management, and proposal writing experience to our Capture Management and Strength-Based Winning classes. For the last 14 years at Booz Allen, Liz served as business development manager and capture manager, as well as proposal management expert, primarily focused on Intelligence Community (IC) customers. She grew and maintained a robust opportunity pipeline, developed and maintained key industry relationships and competitive intelligence, developed win strategy for and managed corporate-defined Top 10 captures and proposals, and coached and mentored staff in business development, capture management, and proposal management and execution.

As a senior proposal subject matter expert (SME) in TRW’s Proposal Operations Center, Liz developed and executed proposal win strategy and successfully managed proposals for federal, civil, defense, IC, and international customers. She served as proposal manager, management volume lead, past performance volume manager, staffing volume manager, security volume manager, basis of estimate (BOE) writer, compliance manager, proposal section writer, staffing/resume writer, proposal process trainer, and color team reviewer.

Maryann Lesnick, CPP APMP



Maryann Lesnick teaches our APMP Foundation Certification and Proposal Management classes. She brings more than 25 years of experience in business development; proposal management, writing, and editing; capture management; project management; and quality management for both federal and commercial sectors. She holds APMP Professional-level certification (CPP APMP) and is a Project Management Institute

(PMI) certified Project Management Professional (PMP). She is also a Certified Scrum Master (CSM) and certified Microsoft Office Specialist (MOS).

Maryann has been active with APMP for the past 13 years, has served on the Board of Directors of the National Capital Area (NCA) chapter for the past 8 years, and served as the 2014–2015 President of that chapter—the largest chapter in the United States. She currently served as NCA Chapter Membership Chair and was on the Board of Directors for APMP International.

Training Office: Beth Wingate 703.638.2433 bwingate@lohfeldconsulting.com

 Facebook.com/LohfeldConsulting  Lohfeld Consulting Group  Twitter.com/Lohfeld



Subscribe to our
Capture & Proposal Tips eBrief
- it's free!

www.lohfeldconsulting.com