

AGENDA: DAY ONE “Proposals That Win”

Thursday, March 26, 2015

8:00 a.m. - 8:30 a.m.	Welcome and Networking
8:30 a.m. - 9:00 a.m.	Proposal Review Process: How to Review your Proposal The Contract Officer and Evaluator Perspective
9:00 a.m. ó 9:30 a.m.	Unit 1: Administrative Proposal & Marketing Materials Cover Letter, Forms, Certifications, Marketing Information
9:30 a.m. ó 10:00 a.m.	Unit 2: Technical Proposal Executive Summary
10:00 a.m.- 10:30 a.m.	Unit 2: Technical Proposal Technical Understanding & Approach
10:30 a.m. -10:45 a.m.	BREAK
10:45 a.m.-12:00 p.m.	Unit 2: Technical Proposal Technical Understanding & Approach *Exercise
12:00 p.m.-1:00 p.m.	LUNCH on your own
1:00 p.m.- 1:30 p.m.	Unit 2: Technical Proposal (cont.) Management Plan Quality Control Past Project Experience
1:30 p.m.-2:30 p.m.	Unit 2: Price Proposal Price Narrative Labor and/or Product Descriptions Prices and Delivery Warranty
2:30 p.m.-2:45 p.m.	BREAK
2:45 p.m.-3:15 p.m.	Unit 3: Additional Contract Requirements Resumes of Key Personnel Organization Chart Company Financials
3:15 p.m.-4:15 p.m.	*PRICING EXERCISE
4:15 p.m.-4:30 p.m.	Wrap Up with Q&A
4:30 p.m.-5:30 p.m.	Networking

AGENDA: DAY TWO
“Leadership: Negotiations, Marketing & Contracts”

Friday, March 27, 2015

8:00 a.m. ó 8:30 a.m.	Welcome and Networking
8:30 a.m. ó 9:00 a.m.	Unit 1: The Negotiation Process
9:00 a.m.-10:30AM	Unit 2: Planning Contract Negotiations
10:30 a.m.-10:45AM	BREAK
10:45 a.m.-11:45 a.m.	Unit 3: Negotiations - People, Tools and Strategies
11:45 a.m. - 12:00 p.m.	NEGOTIATIONS EXERCISE
12:00 p.m. ó 1:00 p.m.	LUNCH on your own
1:00 p.m. ó 2:00 p.m.	Unit 4: Marketing- How to Find the Right Customer
2:00 p.m. ó 2:30 p.m.	Unit 5: Marketing- Articulating your Value
2:30 p.m. -2:45 p.m.	BREAK
2:45 p.m. - 3:30 p.m.	Unit 6: How to Read and Interpret Contracts
3:30 p.m. ó 4:15 p.m.	Unit 7: Leadership and Development: The Power of Influence
4:15 p.m. - 4:30 p.m.	EXERCISE
4:30 p.m. - 5:00 p.m.	Wrap Up and Networking