




2019

Mid-Atlantic Conference and Expo

Aspire, Inspire, Rejuvenate, & Learn.

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Beyond Written Proposals: Successfully Deliver Technical Demonstrations and Orals Presentations

Presenters:

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AGENDA

- Why is the government shifting away from written proposals?
- What are the different kinds of non-written proposals?
 - Tech Demo
 - Scenario/Interview/Traditional PowerPoint
- What Wins and What Doesn't Win? How can we be more effective?
- Exercise



WHY IS THE GOVERNMENT SHIFTING AWAY FROM WRITTEN PROPOSALS?

- Government is getting more sophisticated and creative
- Can be difficult for companies to discriminate themselves in written proposals
- Government wants vendors to demonstrate/prove their capabilities
- Government staff is stretched thin and doesn't have time for adequate evaluation of multiple, lengthy written proposals
- Allows government to meet the potential team

*Do people here like unwritten proposals?
Why or why not?*



DIFFERENT KINDS OF NON-WRITTEN PROPOSALS

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CAPABILITY DEMONSTRATIONS

- In-Person Tech Demo
 - Tech Challenge – see people in action to see how they perform
- In-Advance Capability Demonstrations
 - Recorded Videos – for example, submitted in advance via Youtube
 - Coding Challenges – submitted in advance or due at proposal submission timeframe

TRADITIONAL ORALS

- Presentation of Proposal (PowerPoint Deck)
 - PowerPoint often submitted in advance
- Scenarios
 - Government will sometimes share scenarios in advance (sometimes not)
- Interviews
 - Government will sometimes share questions in advance (sometimes not)

What other types of orals have you seen?

WHAT WINS AND DOESN'T WIN? HOW CAN WE BE MORE EFFECTIVE?

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TECH DEMO

- What wins in tech challenges:
 - Deliver or perish
 - Attention to detail
 - (In-person) Team communication
 - For any evaluation, the government is thinking....
 - 1) "Do I want to work with these people?" and
 - 2) "Will they solve my problems?"

HOW CAN COMPANIES BE MORE EFFECTIVE?

- Hit the underlying pain/intent behind Sec L & M details
- Understand which “best practices” are valued by the client
- Bring/involve the right team of people
- Connect with the client’s users to understand their needs
- Budget for and perform multiple test runs



SCENARIO/INTERVIEW/ TRADITIONAL POWERPOINT

- What wins in traditional orals:
 - Present the approach and solution in an easy to understand and concise format
 - Clearly understand and address the underlying pain/intent behind Section L & M details
 - Understand the content expectations in PowerPoint – FEDSIM slides have more content while others are less content rich.
 - Cohesive, well-rehearsed team of presenters
 - Establish confidence through trust, likeability, and collaboration

HOW CAN COMPANIES BE MORE EFFECTIVE?

- Follow a repeatable process – outline and templates, strategy and messaging, organize team, solution/themes, document, review, rehearse.
 - Formal rehearsal and dry runs (conduct slide walk-throughs before finalizing and submitting slides)
 - Practice Q&A
- Selecting the right key personnel who understand the customer and are likeable presenters
- Keep content and graphics relevant and not overly complex
- Hire an outside party to lead slide development and provide orals presentation/demo coaching



EXERCISE

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TECH CHALLENGE

- Contract is supporting a client's "concept lab"
- Design and demo a concept vehicle to meet user needs
- Volunteers needed:
 - 3 Offeror teams w/ 3 people on each team
 - 3 Users – they offer input but they are not on the eval team
 - Audience is evaluation team – observe & select the winner
- Evaluation Factor – The degree to which the Offeror's approach will lead to successful concept adoption.

NOTES:

- *Exercise is 15 minutes*
- *Product demo is 60 seconds max*
- *Audience decides the winner*
- *What did we learn?*

QUESTIONS & OPEN DISCUSSION



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