

Winning from the Outside Lane



Gov't Contracting Training on April 9, 2015



Southwest Michigan Procurement Technical Assistance Center Presents:

Date & Time:

April 9, 2015
1:30 – 4:30 p.m.
Registration 12:30 p.m.

Cost:

Free

Location:

W. E. Upjohn Institute
300 S. Westnedge Avenue
Kalamazoo, MI 49007
<http://tinyurl.com/UpjohnMap>

Pre-Registration:

Online pre-registration is required for the event -
<http://tinyurl.com/WinningKalamazoo>

www.ptacsofmichigan.org



OUR GOVERNMENT
CONTRACTING EXPERTISE IS
YOUR COMPETITIVE EDGE

Winning from the Outside Lane

Winning a contract is based on writing a thorough and responsive technical proposal. Successful technical writing begins with a thorough analysis and dissection of the RFP. When writing, your proposal should tell a compelling story in the customer's language. This entertaining keynote will highlight best practices and common mistakes made by companies responding to federal agency requirements.

The presentation will include a comprehensive review of the following:

- SF 1449 (Location/Reach)
- Schedule B (Price)
- Performance Work Statement (Capability)
- Questions and Answers (Insight Gathering)
- Amendments (Flexibility)
- Schedule M (Approach)
- Schedule L (Competence)

Speaker: Kevin Grimes

Kevin is the CEO of CFO Leasing, Inc., one of the leading government contract consulting firms in the nation. Over the last year, CFO Leasing has successfully supported clients in winning over \$500 million in contracts with NASA, the U.S. Department of Agriculture, the National Security Agency, and the departments of Energy, Army, Navy, and Veterans' Affairs. CFO Leasing has a global client base.