C&H precision staffing helps our clients to capture new business and reduce proposal costs

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As seen in the APMP Perspective

Colbaugh & Heinsheimer
the strategic view

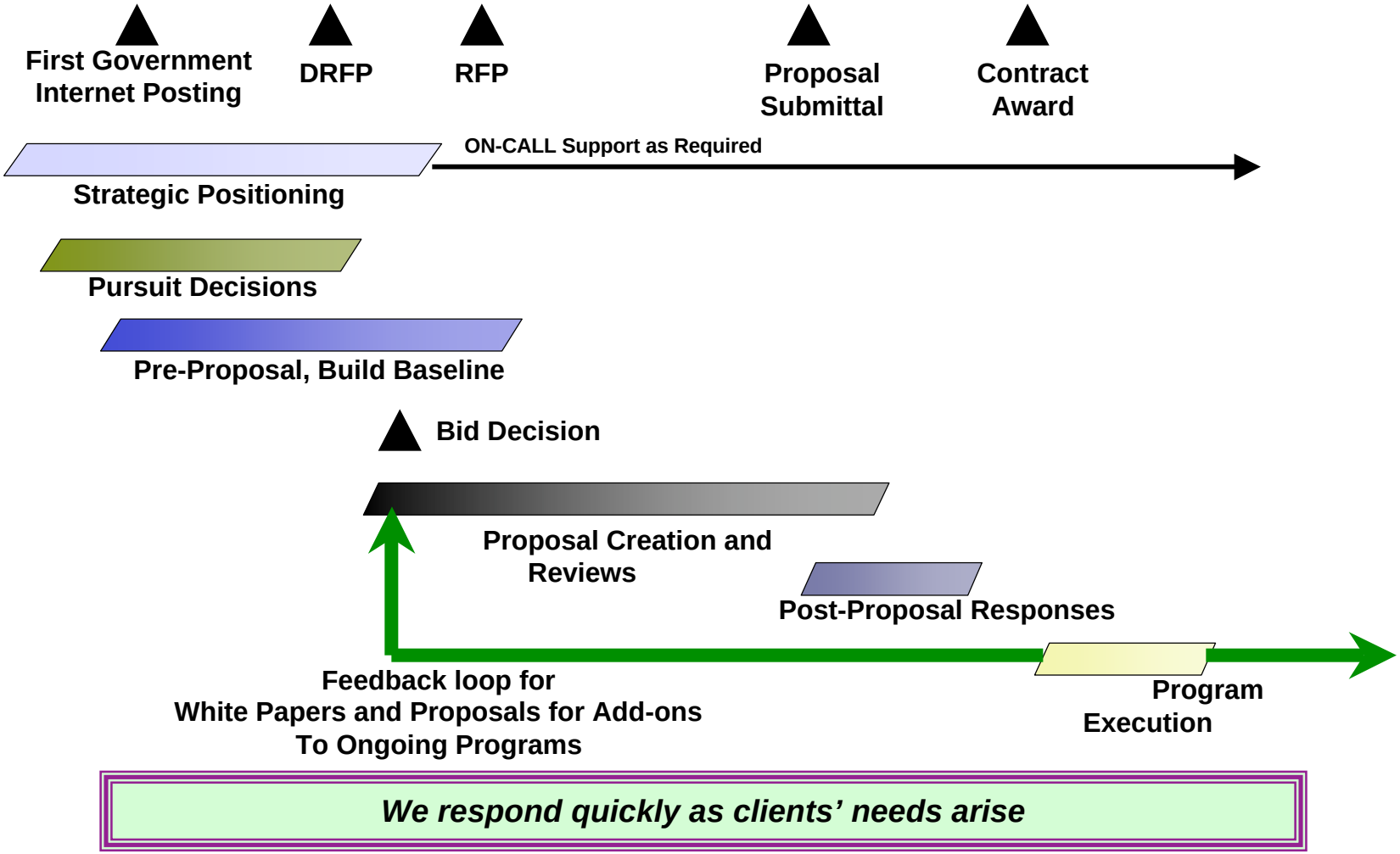
We support <u>you</u>, our clients, with management and proposal consulting services -- that fit your needs, your culture and your budget.

Colbaugh & Heinsheimer
the strategic view

C&H Consultants' Breadth of Service

We span the range of aerospace technologies and projects

C&H Provides Support Whenever Needed Over the Capture Life-Cycle



We respond quickly as clients' needs arise

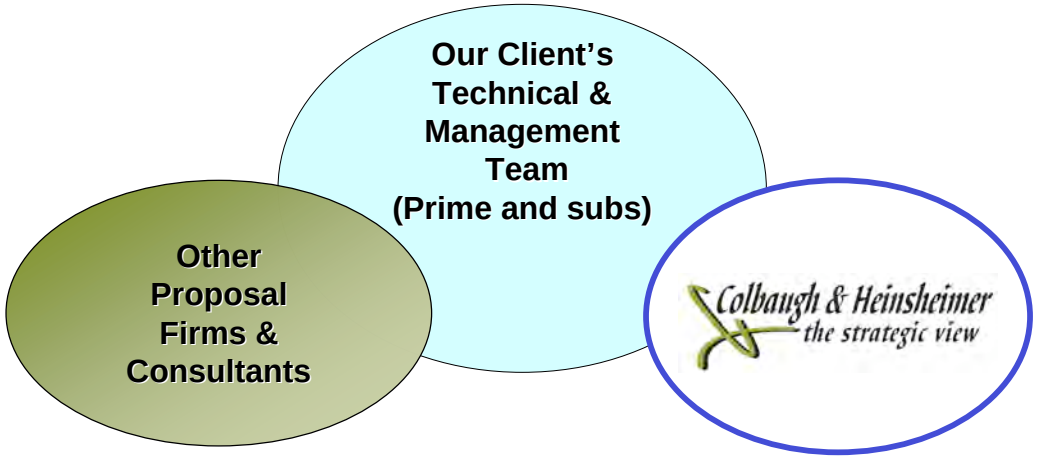
What sets C&H Apart?

- **Collegiality -- we require neither a long-term commitment nor exclusivity.**
  - **We are pleased to work with our colleagues from other proposal firms**
- **Objectivity -- we bring an open mind to each assignment.**
  - **We send a strategy developer to initiate work (not a sales executive)**
  - **We provide additional staff only when (and as long as) needed**
- **Strategic focus -- we flow the win strategy down to all products.**
  - **Responding to the DRFP to enhance Pwin**
    - **Don't nitpick the DRFP, focus on a few recommendations that improve strategic position**
  - **Driving all products to consistently portray the win strategy**
    - **Encompass all proposal volumes as well as trade shows, ads, white papers, demonstrations,…..**
  - **Guiding the response to Q&A**
    - **Listen for "hidden" corrective suggestions -- don't argue defensively**
    - **Adjust the offering if appropriate to respond to "guidance"**
  - **Preparing the Orals to reinforce the benefits of the offering**
    - **Selecting briefers who are leaders of the post-award program execution team**
    - **Rehearsing tirelessly to be ready for any eventuality**
    - **Complementing the charts with fascinating aids -- videos, demonstrations, models,…**

We are an integral part of each client's team

We Help Build the Strongest Team From All Sources

- *Major campaigns are run at client facilities.*
- *Quick turn-around tasks (BAAs, White Papers, etc.) can be entirely produced at C&H.*



Core C&H Support

- **Strategy Development**
- **Strategy Enforcement and Flowdown**
- **Integrated Color Team Reviews**
- **Proposal Management**
- **Volume Leadership**
- **Managing Proposal Budgets**

C&H fits smoothly into the client's integrated capture team

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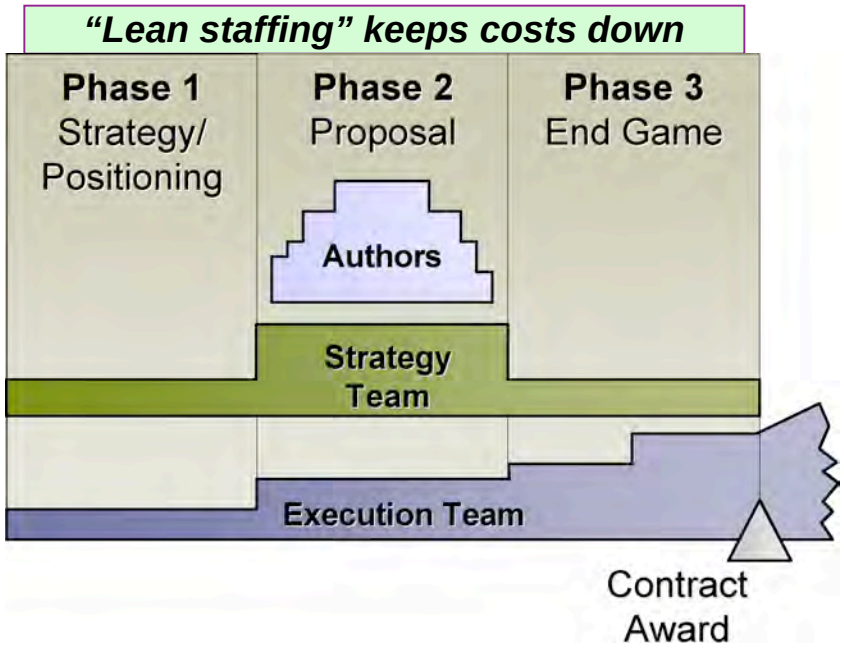
the strategic view

We Advocate Lean Staffing to Constrain Costs

- **Strategy/Positioning Phase (small strategy team)**
  - **Determine customer community desires**
  - **Build winning strategy**
  - **Shape the procurement**
  - **Select core team**
  - **Define best solution**
  - **Build affordable program**
  - **Create risk mitigation plan**
- **Proposal Phase (move authors in and out)**
  - **Develop compliant, persuasive proposal**
- **End Game (Execution Team presents orals)**
  - **Adjust solution to customers questions**
  - **Use responses to keep re-selling proposal**
  - **Conduct well-rehearsed orals for persuasive "Why Us"**



We know how to win within a fixed capture budget

We Base Strategy on Latest Government Policies

We have good insight into acquisition reform by our participation in DoD's DAPA Study

Previous Drivers	Today
• Govt. priority on selecting a winner	• Priority on a fair competition (no protest)
• Emphasis on best technical solution	• Technical leveling to drive down costs
• Low emphasis on Past Performance	• Strong government memory
• Offer unrealistic low bid price, then grow the project	• Cost realism and control
• Large written proposals	• Formal orals
• Minimal interaction with the customer	• Constant customer interaction (Internet)
• Must win at any cost	• Strong capture budget constraints

C&H helps clients develop and follow the strategic path to victory

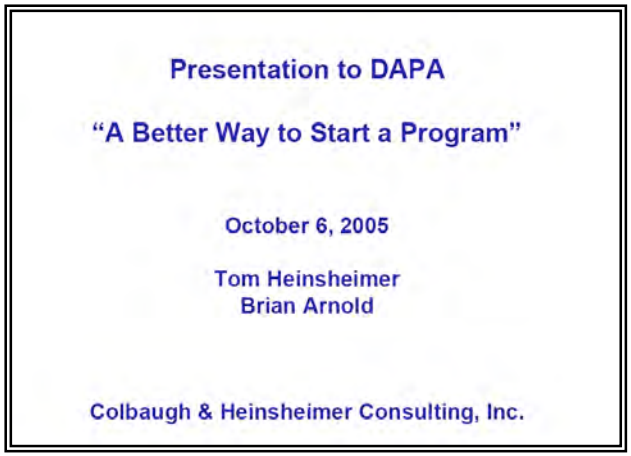
C&H Contributes to Government Review of Acquisition Policy

C&H is the only proposal support firm to have been invited to participate in closed session meetings of the DAPA panel

•WASHINGTON, (Reuters) - Failure to overhaul how the Pentagon buys weapons could sharply limit the military's ability to buy new arms over time, the director of a blue-ribbon panel examining the issue said on Wednesday.

• "There's mathematics involved here. If we continue down this path, we're not going to be able to afford anything," Dave Patterson, executive director of the Defense Acquisition Performance Assessment, said after a meeting of the panel.

• He said the panel expected to submit its recommendations to top Pentagon officials next month, which analysts say could have a significant impact on the nation's top defense contractors.

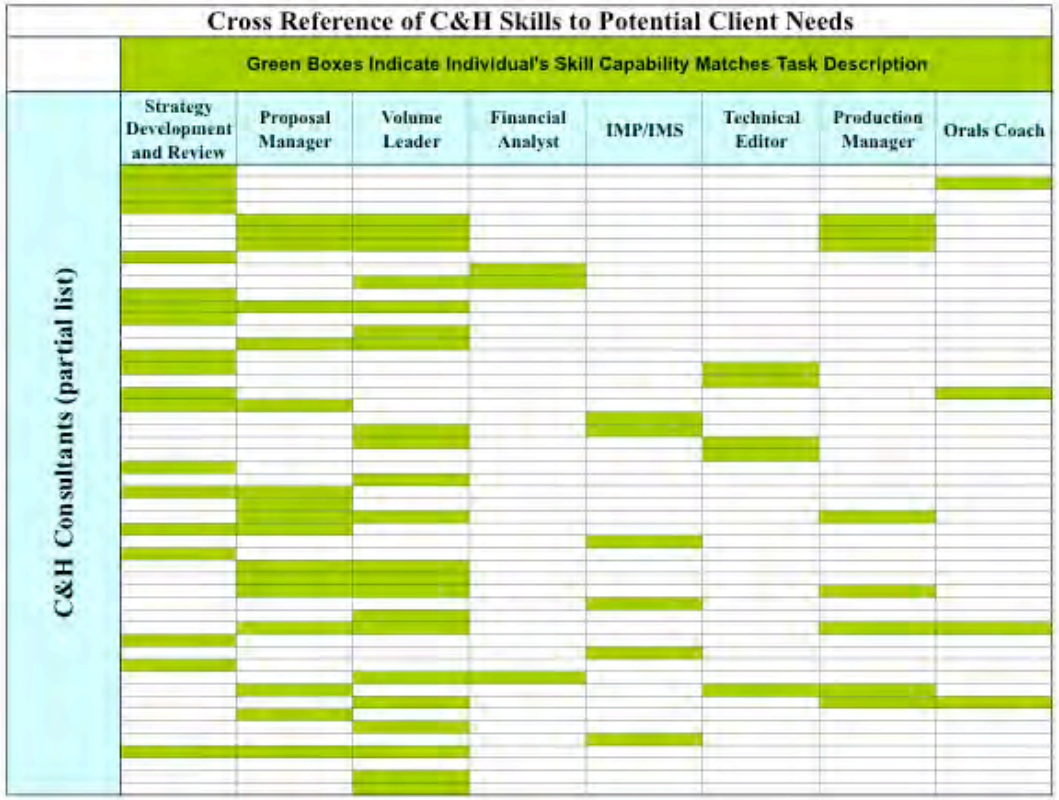


The DAPA Project, directed by Mr. Gordon England, Acting Deputy Secretary of Defense, will provide the Secretary of Defense and the Quadrennial Defense Review with recommendations on how the DoD can improve the performance of the Defense acquisition system for major programs, and a comprehensive and executable implementation plan to institutionalize these recommendations.

C&H strategy support incorporates the latest thinking of DoD acquisition policy

Colbaugh & Heinsheimer
the strategic view

C&H Skills Come From Our Organic Capabilities and our Services Agreements with Allied Business Development Firms



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Accelerate Inc.

Black Ram Engineering Services L.L.C.

STELLAR EXPLORATION

Strategic Space Development
Delivering Results

MJM
Performance Management

BEYOND THE NORM Legacy Engineering

C&H personnel are deployed only when needed, to keep costs down.

We are Eager to Hear From You

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