Managing Proposal Orals to Win Programs

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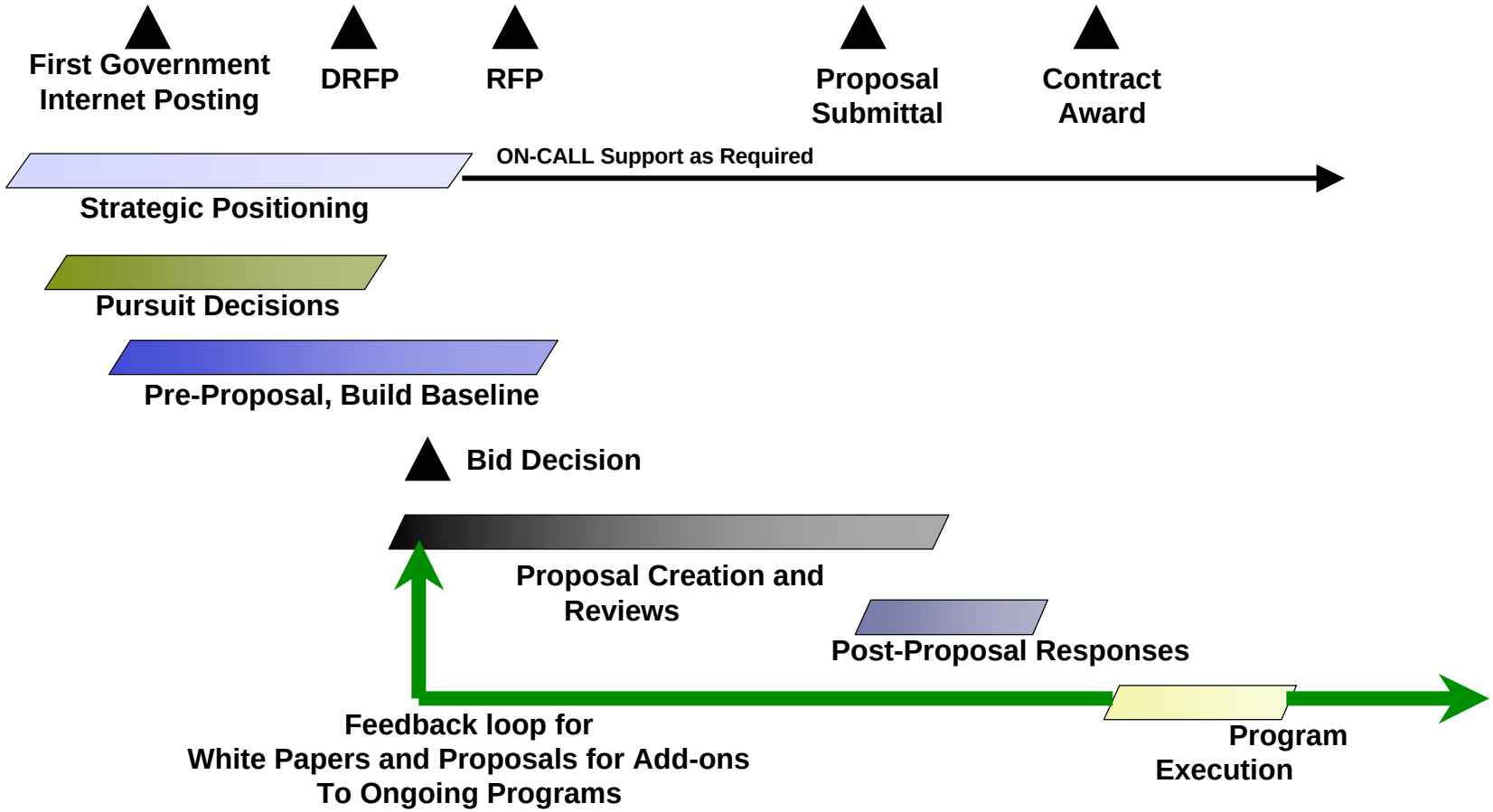
C&H Provides Orals Management Support Over the Capture Life-Cycle



We integrate the Orals into the capture and proposal process

Colbaugh & Heinsheimer
the strategic view

C&H Consultants' Breadth of Service

We manage Orals presentations over a vast range of technologies and projects

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the strategic view

We Base Orals Strategy on Latest Government Policies

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

1980's /1990's	Now
• Govt. priority on selecting a winner	• Priority on a fair competition
• Emphasis on best technical solution	• Technical Leveling
• 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

Orals Can Break You

- The best Orals presentation cannot reverse a negative evaluation of the written proposal
- Poor Orals can, however, undermine a positive evaluation of the written proposal
- The goal of the Orals is therefore to:
  - reinforce the positive aspects of the written proposal, and
  - resolve any ambiguities or lingering doubts in the evaluators' minds

Successful orals require start-to-finish management of the orals as a "volume" of the integrated proposal

The Losing Orals Process

- Do the written proposal first
- Submit it and then take a needed break
- Scramble at the last minute to:
  - Create the orals charts
  - Select the briefers
  - Use professional coaches to enhance style points

Hope for the best outcome

This approach loses because it does not follow the rigorous process of "continuous improvement" employed in creating the written volumes

The Winning Orals Presentation Process

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the strategic view

- Use the DRFP response to interact with the government as to the need for and structure of orals
  - Use this to maximize your team's Pwin
- Assign an Oral Presentation Manager from the start
  - With same experience and role as Proposal Manager and the Technical or Management Volume leads
- Develop the Orals concurrently with the other volumes
  - Select the briefers as early as possible
  - Have them own the content and know their material intimately
    - Integrate the Orals graphics into the written volumes
  - Use Pink Team and Red Team to test the Orals
    - Enhance the presentations with visual aids
    - Use professional coaches to enhance style points
- Conduct many practice drills to develop comfort levels

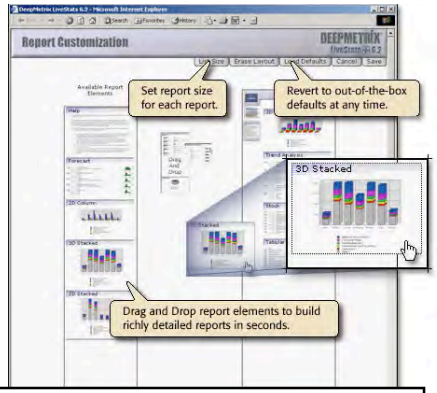
✓ **Achieve the best outcome**

This approach wins because the orals content is integrated into the written proposal, the briefers are knowledgeable and confident, and evaluators "see what they read"

Orals Coaching vs. Oral Presentation Management

- **Orals Coaching** is traditionally done at the tail end, following written proposal submission
  - It focuses on the **aesthetic qualities** of a presentation
  - It is too late to materially influence presentation content
  - It is too late to develop needed ancillary visual aids
  - It cannot integrate the oral and written
- **Orals Presentation Management** starts at the beginning of a proposal as an integral part of the proposal lifecycle, it ensures that:
  - Proposed technical and management staff transform into excellent presenters
  - Presenters know every step of the way what is being proposed, issues that the audience may raise, and how the customer's needs are being fulfilled
  - Confidence and subject knowledge are instilled by iterative practice drills including Pink and Red Teams

Focus on Aesthetics



Focus on Winning Content

Successful Orals require management of the Orals as a "volume" of the integrated proposal

What Makes a Good Orals Presentation Manager?

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- A Proposal Manager or Volume Lead well versed in all proposal lifecycle stages, from capture management, through oral presentations, and lessons learned
- A Proposal Manager or Volume Lead who knows how to comply with end customer proposal requirements and evaluation criteria
- A Proposal Manager who knows how to work across all functional organizations, all levels of management, and with all proposal and proposed program staff
- A Proposal Manager who knows how to communicate effectively and positively
- A person who:
  - Knows how to direct teams and pull the best out of people
  - Works well with people and understands their fears and motives
  - Evolves the visualization of what needs to be presented, into a well scripted, eye-appealing, and selling package
  - Objectively listens, pays attention, and provides positive, constructive feedback
  - Works alongside everyone on the team to create a winning product
- **A win strategist who uses the Orals to highlight the team's competitive advantage over the competition**

Someone who has successfully done this for diverse programs, clients and customers

When your proposal consulting firm says:
"Trust me to row your boat"
DON'T!
Navigate towards Success.
Call C&H
COLBAUGH & HEINSHEIMER
THE STRATEGIC VIEW

We are Eager to Help Solve your Orals Management Challenges

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