The Pre-Award Notice to Unsuccessful Offerors

The Contracting Officer cannot release (FAR 15.505(f) and 506 (e)):

• The number of offerors;
• The identity of other offerors;
• The content of other offerors’ proposals;
• The ranking of other offerors;
• The evaluation of other offerors.
• The debriefing shall not include point-by-point comparisons of other vendors
• Shall not include competitive trade secrets, confidential information, reference names

Pre-Award Preparation:

Allowed Topics (FAR 15.505)

• The agency’s evaluation of significant elements in the debriefed offeror’s proposal
• A summary of the rationale for eliminating the debriefed offeror from the competition
• Reasonable responses to relevant questions about whether source selection procedures contained in the solicitation, applicable regulations and other applicable authorities were followed in the process of eliminating the debriefed offeror from the completion
• The Government’s evaluation of the significant weaknesses or deficiencies in the offeror’s proposal
• The overall evaluated cost or price (including unit prices) and technical rating, if applicable, of the successful offeror and the debriefed offeror, and past performance information on the debriefed offeror
• The overall ranking of all offerors, when any ranking was developed by the agency during the source selection
• A summary of the rationale for award
• For acquisitions of commercial items, the make and model of the item to be delivered by the successful offeror
• Reasonable responses to relevant questions about whether source selection procedures contained in the solicitation, applicable regulations and other applicable authorities were followed

Unallowed topics

• The number of offerors
• The identity of other offerors
• The content of offerors’ proposals
• The ranking of other offerors
• The evaluation of other offerors
• Point-by-point comparisons of the debriefed offeror’s proposal with those of other offerors
• Information prohibited from release by the Freedom of Information Act, including trade secrets, privileged or confidential manufacturing processes and techniques, commercial
and financial information that is privileged or confidential, including cost breakdowns, profit, indirect cost rates and similar information

- The names of individuals providing past performance information about the debriefed offeror

**Government Debriefing Best Practices**

1. Bidder may be asked to submit a list of questions in advance of any debriefing.
2. It should be explained to the bidder that questions can only be about the bidder, the RFP, the bidder’s response and the evaluation and that the government will confine its answers to only these questions in the debriefing. It is not about how the bidder compares to other companies or bidders.
3. After the questions are submitted, the government should meet to discuss and prepare responses to the questions; the debriefing is then scheduled at the convenience of the government.
4. The bidder should be notified if any of the questions do not fit within the scope of the debriefing and will not be answered.
5. The debriefing meeting should start on time and last for only one hour (or some other time limit as determined by the government).
6. The bidder should be asked to provide an advance list of the attendees, the company they represent, titles and functional roles. If they are bringing an attorney, then a legal representative from the department should attend. If they show up with an attorney unannounced, find a legal representative from the department or re-schedule the debriefing.
7. Plan the agenda: The agenda should be provided to the participants in advance and include introductions, general review of the RFP/evaluation process, and a review of the questions provided in advance.
8. The government may only answer questions submitted in writing beforehand.
9. The meeting should end on time
10. The meetings are not to be held in mass or groups.

**Freedom of Information Act (FOIA)**

- FOIA request is not a written request for debriefing
- GAO does not consider a written request for copy of abstracts of offers a request for debriefing
- Proposals shall not be made available under FOIA

**Manner of Debriefing**

- A debriefing can be conducted orally, in writing or by any other method acceptable to the C.O.
- This is the C.O.’s call – not yours
- Most contractors prefer in-person debriefings
- Written debriefings present the biggest problem to a disappointed offeror
### Past Performance Ratings

<table>
<thead>
<tr>
<th>Confidence</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Based on the offeror’s performance record, the Government has high confidence and essentially no doubt that the offeror will successfully perform the required effort.</td>
</tr>
<tr>
<td>Significant</td>
<td>Based on the offeror’s performance record, the Government has significant confidence that the offeror will successfully perform the required effort.</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>Based on the offeror’s performance record, the Government has confidence that the offeror will successfully perform the required effort.</td>
</tr>
<tr>
<td>Neutral</td>
<td>No performance record is identifiable.</td>
</tr>
<tr>
<td>Little</td>
<td>Based on the offeror’s performance record, the Government has substantial doubt that the offeror will successfully perform the required effort.</td>
</tr>
<tr>
<td>None</td>
<td>Based on the offeror’s performance record, the Government has extreme doubt that the offeror will successfully perform the required effort.</td>
</tr>
</tbody>
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### Proposal Risk Ratings

<table>
<thead>
<tr>
<th>Risk Rating</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>High probability for schedule disruption, cost growth, and/or performance impact. Risk may be unacceptable even with special contractor emphasis and close Government monitoring. Program success is jeopardized.</td>
</tr>
<tr>
<td>Moderate</td>
<td>Moderate probability for schedule disruption, cost growth, and/or performance impact. Special contractor emphasis and close Government monitoring will probably overcome difficulties without significantly impacting program success.</td>
</tr>
<tr>
<td>Low</td>
<td>Low probability for schedule disruption, cost growth, and/or performance impact. Normal contractor effort and routine Government monitoring should overcome any difficulties. Program success is likely.</td>
</tr>
</tbody>
</table>
Strengths/Weaknesses Scale

<table>
<thead>
<tr>
<th>Strength</th>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>+</td>
<td>Slightly above standards/expectation</td>
</tr>
<tr>
<td>++</td>
<td>Clearly above standards/expectation</td>
</tr>
<tr>
<td>+++</td>
<td>Significantly above standards/expectation</td>
</tr>
<tr>
<td>-</td>
<td>Slightly below standards/expectation</td>
</tr>
<tr>
<td>--</td>
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</tr>
<tr>
<td>---</td>
<td>Significantly below standards/expectations</td>
</tr>
</tbody>
</table>

Cost Evaluation Summary
- Completeness
- Realism
- Reasonableness:
- Proposed Cost
- **MPC: most probable cost** (MPC) The MPC will be determined by adjusting each Offeror’s proposed cost, and fee when appropriate, to reflect any additions or reductions in cost elements to realistic levels

How Does a Debriefing Relate to a Bid Protest?
- The information you obtain in a debriefing will be critical to deciding whether and where to file a bid protest
- Also, your time period for filing a bid protest is triggered by the debriefing (five calendar days to trigger the “automatic stay” or ten days if the stay is not important)

Post-Debriefing Memorandum
The law requires the contracting officer to include a written summary of each debriefing in the contract file. A post-debriefing memorandum should include at a minimum:
1. A list of all persons who attended the debriefing;
2. A summary of information disclosed during the debriefing; and,
3. Questions and answers addressed at the debriefing.

Summary
- Submit a written request for debriefing quickly
- If the agency delays the debriefing, apply polite but firm pressure
- Prepare your team thoroughly, including questions you want answered
- Act professionally; avoid confrontation
- Take good notes and “debrief” your lawyer afterward
TargetGov offers a proven process to help you achieve the highest ROI and the most effective approach to planning, positioning, pursuing and winning profitable government contracts. The TargetGov FAST™ Process evaluates exactly where your business is today. We look at how you got to where you are now: your strengths, core-competencies, past performance and relationships. By expertly analyzing your business and the current government marketplace, we determine exactly where your company’s strengths can be used to result in government business quickly. TargetGov FAST™ Process provides you with a tool tailored to your organization and goals. For more information, please contact: Patrick Ryan, FAST™ Executive Consultant, 301-793-1355 Cell or 866.579.1346 Toll Free. Email: PatrickRyan@targetgov.com.

“We started using the FAST™ Process and are seeing results immediately. I loved the three-prong focus: prime, subcontract and teaming opportunities were all covered. We are on teams bidding for contracts and have also seen revenues increase through subcontracts. It worked exactly as they said it would.” Michele Ruiz; Ruiz Strategies

What is a Capability Statement?
A Capability Statement is a tool critical to the success of any size organization pursuing federal contracts. This document provides proof of qualification and past performance and is required in the government registration process. A well-crafted Capability Statement opens doors to greater revenues, new agencies, and will set you apart from your competitors.

CUSTOMIZED CAPABILITY STATEMENT:
TargetGov is able to assist your company in drafting a working, editable Capability Statement. This is a living document custom-created for your business. You can rapidly and successfully tailor it to additional audiences including government agencies, prime contractors and teaming partners.

CAPABILITY STATEMENT WEBINARS:

CAPABILITY STATEMENT TEMPLATES:
TargetGov provides you with a Capability Statement Content Guide so that you know exactly what verbiage should be in your own capability statement. AND we also have easy-to-use templates that you can use and fill in your company-specific information for a completed document.

GSA Schedule Services
Each year the U.S. Federal Government spends over $40 Billion purchasing services and products through GSA Schedules. GSA Schedules are long term contracts used by government agencies to procure goods and services. It is a 5 year contract with 3 additional 5 year renewal periods available.

If you meet the GSA’s minimum annual requirement of selling $25,000 in products or services your GSA Schedule could result in a 20 year contract. The GSA Schedule acquisition process is lengthy and difficult. TargetGov assists in developing the volumes (Administrative, Technical and Cost) necessary to obtain a GSA schedule. We offer three services for companies interested in GSA Schedules.

• Expert market analysis and matching of the GSASchedule to your business.
• Compiling, submitting and negotiating your contract for a GSA Schedule.
• A business development plan to increase your revenues by effectively marketing your Schedule.
**Basic Guide to Government Contracting**

Every year the U.S. Federal Government and Military spend over $500 billion dollars buying services and products from companies located throughout the United States. Large and small companies can enter this market and be successful by using the strategies and tactics covered in this book.

**The Veteran’s Business Guide** is the first—and only—resource book specifically tailored to help veterans win profitable federal government contracts.

> “Your book is a wealth of information that I am finding extremely important to establishing my business.”
> *Vince Hagan*

**Capability Statement Templates**

Capability Statements may be your most important marketing tool to open doors to over $500 billion dollars that will be won in 2015 government contracts. Unfortunately, most contractors make the huge mistake of taking the “one size fits all” approach by providing the same generic Capability Statement for every opportunity.

**Capability Statement Grade!**

An expert review of your company’s Capability Statement. You will receive a graded review of your Capability Statement along with tips for improvement.

**The Government Contracting Institute**

The Government Contracting Institute provides attendees with the knowledge and skills necessary to be successful in federal contracting. Classes are taught by experts who share their expertise and real-life experience, creating a superior learning experience for students. For companies just entering the Federal Contracting market, these classes will help you fast track market entry. For more advanced companies, these classes will help your organization to stay current and maintain compliance.
The Government Contracting Institute offers nationwide Custom On-Site Training for large, mid-size and small companies. We send subject-matter experts and highly qualified course instructors to the location of your choosing to facilitate your government contracting training needs. These private courses allow companies to instruct entire teams at one time with a company-specific focus instead of sending them one by one to the publicly held courses. This eliminates travel time and expenses for company personnel while building a common updated knowledge base.

“I pulled my entire team in to our office take part in TargetGov’s Government Sales Boot Camp: From Theory to Practice Overview – including direct billable people. The level of the topics being discussed, and the company-specific Q&A that Gloria was able to facilitate ensured that each member understood their role in how to grow our organization. I would recommend this private on-site training to any company accelerating sales in the Federal Government market as well anyone wanting to brush up on their go-to market strategy.”

J. Bisceglie, President and Ceo, Interos Inc.