



**APMP**<sup>®</sup>  
PACIFIC NORTHWEST  
CHAPTER

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# APMP Pacific Northwest Chapter News

## December 2018

### Mission Statement

*Provide our chapter members opportunities for professional development, networking, and intellectual growth to enhance their skill sets and provide a foundation for professional success in their careers.*



### Hot Tip of the Month

#### Win or Lose, Don't Forget the Debrief

When you finally get notice of a win or lose on the proposal that you have worked so hard on, don't forget to ask for a debrief. A debriefing (under the Federal Acquisition Regulations 'FAR' 15), is an opportunity for an offeror to better understand the basis of an agency's selection decision. If it is a significant enough procurement (whether commercial or government), it is always good practice to ask for a debrief. Remember, for government procurements, debriefing requests must be received by the agency within three (3) days after receipt of notification. (FAR 15.505, 15.506). More to come on debriefs in upcoming newsletters.

### Upcoming Events

#### Lunch & Learn Webinars

- January 8, 2019
- March 12, 2019

#### Coffee Talks

- December 11, 2018
- February 12, 2019



## Need Some Extra Cash for the Holidays?



We want to hear how we can make your membership even better in 2019! Please complete the APMP PNW Chapter's [annual survey](#). Complete by December 14 to be entered into the drawing. Winners will be notified on December 17.

All survey participants will be entered in a drawing to win a **\$100 Visa gift card**. What better way to start the holiday season?



## Save The Date!



Save January 25th on your calendar to meet up with your local APMP Pacific Northwest Board and other chapter members in Seattle. More details coming soon.



## Ask Orca



*Dear Orca:*

*I was reviewing the scoring sheets of a recent proposal that my company lost. One of the comments from an evaluator stated, "Proposal failed to address all requirements of the question." This is a frustrating comment and something we should be able to fix. Can you provide some ideas on how I can guide our writers to do a better job in this area?*

*Signed,  
Evaluator Woes in Washington*

Dear Woes in Washington:

I'm glad you asked this question because it is something I see happening with proposal teams across our region, so you are not alone!

A critical skill that all writer's need to develop when responding to a procurement that will help with this issue is **"Avoid the Fluff - Answer the Question Being Asked."** Often writers will insert flowery or descriptive language and take a paragraph or two to set the tone of their section, before ever getting into the details of answering the question. This can be frustrating to an evaluator, especially one who is skimming for content and your response to specific requirements is not readily recognizable.

Here are my top five tips for improving your proposal's technical scores by encouraging your writers to drop the fluff and answer the question being asked by your client:

1. Include procurement language in your writing templates.
2. Answer the question being asked directly and immediately.
3. Use subheadings to organize multi-part questions.
4. Use callout boxes to highlight critical information.
5. Use active voice.

While you have to tailor your response to the specifics of each procurement's requirement such as page limits or repeating of language in your response, if you take the steps above you will greatly improve your ability to respond directly to what is being asked. For example, if a procurement has strict page limits that make it impossible to include the procurement language as a part of your final proposal document, at least insert it as a comment in your draft template so your writers know exactly what they are to be addressing in their writing. Also, by using subheadings and callout boxes, you are directing the reader/evaluator's eye to your team's

direct response to their requirements. Finally, buy using active voice, your proposal will read as more direct and confident rather than passive and unsure.

Try these suggestions on your next proposal and I hope you found this information helpful.

If you or others have additional questions you would like to ask, please send them to [apmp.pnw@gmail.com](mailto:apmp.pnw@gmail.com) with the subject line: "Ask Orca." We look forward to hearing from you!



## Networking and Learning

In an effort to provide our members with multiple opportunities to connect, network and learn from each other, we will continue to offer our bi-monthly **Lunch & Learn Webinars** alternating with a monthly **Coffee Talk**. While the Lunch & Learns will feature presentations by industry recognized experts, the Coffee Talks are meant to be more informal and provide an avenue for us to get to know each other better.

You don't want to miss out, so, mark the following dates on your calendar. We look forward to meeting with you soon!



As an added bonus, after each **Lunch & Learn**, we will be randomly selecting one attendee to receive a prize for their attendance. The prize next month is a Starbucks gift card. So plan to attend and enter to win a prize!

### Lunch & Learn Webinars



January 8, 2019

#### Agile Proposal Development Methods

Using Agile methods can mean faster, more focused, and higher-quality deliveries, especially in fast-changing environments. Learn from Neal Levene how to use Agile proposal development and get a demonstration of a free tool.

[Click here to Register Now!](#)

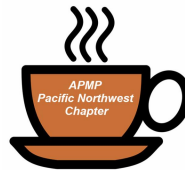


March 12, 2019

#### Roger Campbell, APMP PNW BOD Topic TBA

The Pacific Chapter BOD's Roger Campbell will be presenting in March. Topic to be announced soon.

[Click here to](#)



### Coffee Talks

December 11, 2018

#### Wrangling Your SME's

Having Subject Matter Experts (SME's) provide content on your proposals is an important way to provide winning content. Join us today to talk with your colleagues about how you can make the most of your SME's time and expertise on your next big proposal effort. Looking forward to talking soon!

[Click here to Register Now!](#)



February 12, 2019

#### Proposal Pitfalls

Join us to discuss proposal pitfalls. We look forward to hearing about your experiences, lessons learned, and other ideas.

[Click here to](#)

Interested in sharing your own expertise with the chapter? We would love to hear from you.  
[CONTACT US](#) today and let us know what is most important to you!



## Benefits of Membership



### Certification Opportunities

APMP offers the world's first, best and only industry-recognized certification program for professionals working in a bid and proposal environment. APMP certification is the global standard for developing and demonstrating proposal management competency.

#### Achieving APMP Certification:

- Demonstrates a personal commitment to a career and profession.
- Improves business development capabilities.
- Creates a focus on best team practices.
- Gains the respect and credibility of peers, clients and organizational leaders.
- May result in additional compensation.
- Reinforces bid/proposal management as an important role within an organization and not as an ad hoc function that anyone can perform.

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