

Step-by-Step Guide to Extracting Information and Writing a Winning Proposal

1. Understand the Solicitation Overview

Prompt: *"You are a professional proposal writer for government contracts. Summarize the purpose and scope of the solicitation. What are the key objectives the government is seeking to achieve with this contract?"*

Instructions:

- Look for the "Purpose" or "Statement of Work" (SOW) in the solicitation document.
- Identify the government agency's specific needs, goals, and expected outcomes.
- Note any deadlines or timelines mentioned.

2. Identify Key Requirements and Deliverables

Prompt: *"List the key requirements and deliverables outlined in the solicitation. What are the major tasks, milestones, and performance metrics expected from the contractor?"*

Instructions:

- Review the "Requirements" or "Performance Work Statement" (PWS) sections of the solicitation.
- Highlight all tasks, deliverables, and performance expectations.
- Identify any measurable outcomes or timelines for each deliverable.

3. Extract Eligibility and Qualification Criteria

Prompt: *"What are the eligibility and qualification requirements for the contractor? What specific certifications, experience, and capabilities are necessary?"*

Instructions:

- Examine sections on contractor qualifications or eligibility requirements.
- List certifications, experience levels, or other specific requirements for the prime contractor or subcontractor.

4. Review Proposal Evaluation Criteria

Prompt: *"What are the criteria the government will use to evaluate proposals? What weight is assigned to each section (technical approach, pricing, past performance, etc.)?"*

Instructions:

- Look for the "Evaluation Criteria" section or any scoring guidance provided.
- Make note of factors like technical capability, cost, past performance, or any other factors that will influence scoring.

5. Analyze Budget and Pricing Guidelines

Prompt: *“What pricing structure is requested in the solicitation? Are there specific guidelines on how to submit cost proposals, including any allowable costs or budget restrictions?”*

Instructions:

- Review the "Cost Proposal" or "Pricing" sections.
- Pay attention to any specified cost breakdowns, limitations, or any required forms for submission.
- Make sure the pricing format is in compliance with the government’s preferences.

6. Review Special Terms and Conditions

Prompt: *“Are there any special terms or conditions in the solicitation, such as small business set-asides, subcontracting limitations, or unique performance bonds or insurances required?”*

Instructions:

- Look for "Terms and Conditions," "Clauses," or "Special Conditions."
- Highlight any compliance issues that may affect the prime contractor or subcontractor.
- Make a note of any mandatory clauses that must be included in your proposal.

7. Develop a Technical Approach

Prompt: *“Based on the requirements, develop a high-level technical approach for the proposal that aligns with the solicitation’s needs.”*

Instructions:

- Based on the extracted requirements, define your approach to solving the government’s problem.
- Outline methodologies, strategies, and tools that you will use to meet the requirements.
- Provide a timeline for each deliverable or milestone mentioned in the SOW.

8. Develop a Management Approach

Prompt: *“Outline your management approach for successfully completing the project on time and within budget, including key personnel, resources, and project management strategies.”*

Instructions:

- Highlight the project team’s structure and key personnel, emphasizing qualifications and experience.
- Include your approach to managing risks, timelines, and resources.
- Demonstrate your ability to adhere to milestones and quality expectations.

9. Write the Past Performance Section

Prompt: *“Provide examples of past performance that demonstrate your capability to complete similar projects on time, within budget, and with high quality. Highlight your most relevant contracts.”*

Instructions:

- Choose contracts that are most relevant to the government solicitation.
- Emphasize the outcomes, your role, and how the contract met the government’s expectations.
- Include metrics like cost savings, timelines, or quality ratings if available.

10. Propose a Competitive Pricing Model

Prompt: *“Propose a competitive pricing model that meets the government’s requirements. Include a breakdown of direct costs, indirect costs, and profit margins.”*

Instructions:

- Break down costs into labor, materials, overhead, and other expenses.
- Ensure the pricing aligns with the budget constraints provided in the solicitation.
- Make sure to justify the pricing with a clear rationale that aligns with the government’s goals.

11. Address Risk Management

Prompt: *“Identify and mitigate key risks associated with the project, providing a risk management strategy to minimize potential issues.”*

Instructions:

- Identify potential risks such as delays, cost overruns, or performance issues.
- Provide strategies to mitigate these risks, such as contingency plans or additional resources.

12. Ensure Compliance with the Solicitation

Prompt: *“Review the proposal to ensure all sections of the solicitation have been addressed. Is the proposal fully compliant with the submission instructions and requirements?”*

Instructions:

- Double-check the government’s formatting, submission guidelines, and required documents.
 - Make sure all mandatory sections (e.g., proposal format, pricing form) are completed.
 - Include any certifications, representations, or compliance documents required.
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Alternate Instructions for Including a Subcontractor in the Proposal

If you're planning to add a subcontractor to the proposal, use these additional prompts and instructions:

13. Identify the Subcontractor's Role

Prompt: *“Describe the role of the subcontractor in fulfilling the requirements of the solicitation. What specific tasks and deliverables will they be responsible for?”*

Instructions:

- Define the specific responsibilities of the subcontractor based on the solicitation’s requirements.
- Specify any tasks that the subcontractor will handle directly (e.g., specialized services or components).

14. Ensure Subcontractor Compliance

Prompt: *“Review the solicitation’s guidelines for subcontractors. Are there any limitations, certifications, or approval processes required for using a subcontractor?”*

Instructions:

- Check for any requirements for subcontractor certifications or limitations on their use (e.g., a limitation on the percentage of the work subcontracted).
- Ensure that the subcontractor meets the eligibility and qualifications outlined in the solicitation.

15. Outline the Prime-Subcontractor Relationship

Prompt: *“Describe how the prime contractor and subcontractor will work together to ensure project success. What will be the communication, reporting, and oversight structure?”*

Instructions:

- Highlight how the prime contractor and subcontractor will collaborate to deliver the project.
- Describe the reporting structure and communication flow between the two parties.
- Ensure that the prime contractor retains ultimate responsibility for contract performance.

16. Subcontractor Cost Proposal

Prompt: *“Provide a detailed cost proposal for the subcontractor’s work. Include labor costs, material costs, and any other direct costs the subcontractor will incur.”*

Instructions:

- Break down the subcontractor’s costs in a similar format to the prime contractor’s proposal.

- Include details such as labor rates, material costs, and any other associated expenses.

17. Address Subcontractor Risk Management

Prompt: *“Identify any risks associated with the subcontractor’s involvement in the project and propose risk mitigation strategies.”*

Instructions:

- Identify any risks related to the subcontractor (e.g., delays, quality control).
- Provide strategies for managing these risks, such as periodic reviews, contingency planning, or additional resources.