MRM Consulting Services, LLC

A Proposal Solutions Company

Business Overview

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MRM Consulting Services, LLC

Vision

Provide proposal solutions that offer clients a proven process that ensures <u>compliancy</u>.

Value Statement

MRM's proposal solution provides the customer with a **<u>Flexible</u>** process that maximizes technology and best practices for <u>E</u>nhanced capability, <u>E</u>ffective implementation , and <u>E</u>fficient use of resources **(E³)**, while <u>**Integrating**</u> into your environment.

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WHY MRM?

We provide a blend of seasoned consultants and technology that creates a flexible team-oriented working environment, minimizing overall proposal development cost by fostering remote (virtual) activity as well as face-to-face interaction when necessary (eg. kick-off meeting, strategy sessions, reviews).

No matter the company size, sound business development supported with competitive and compliant proposals are the life blood to sustaining and enhancing growth. Predictable challenges to most companies include:

- ✓ Cost of maintaining Internal resources and capability to consistently produce high quality – winning proposals (aka- "The Proposal Mill").

- ✓ Conflict in utilizing key personnel and the availability of critical resources needed for proposal efforts. Key people have "day jobs" and are really only effective when utilized as Subject Matter Experts (SMEs), not full-time volume leads or writers.

- ✓ Most companies train employees on the proposal process, but they generally need supplemental help in executing processes with additional resources and tools.

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MRM Proposal Solution Defined:

Full Range of Consultancy
- Subject Matter Experts (SMEs), Strategists, Business Developers, Marketing Specialists, Proposal Managers, Proposal Integrators, Volume Leads, Authors, Graphics and Production

Training
- "Just-in-time"
- Source Evaluation Board
- Major Reviews
- Orals

Web-based Collaborative Environment
- Permits quick execution of the proposal process and a user friendly capability to create, store, manage, and communicate at the outset.
- Most companies have the internal capability of a web-based collaborative environment, but due to internal security concerns, it is extremely time consuming and difficult to mobilize and permit timely access to employees and consultants.

Comprehensive Business Development & Proposal Lifecycle
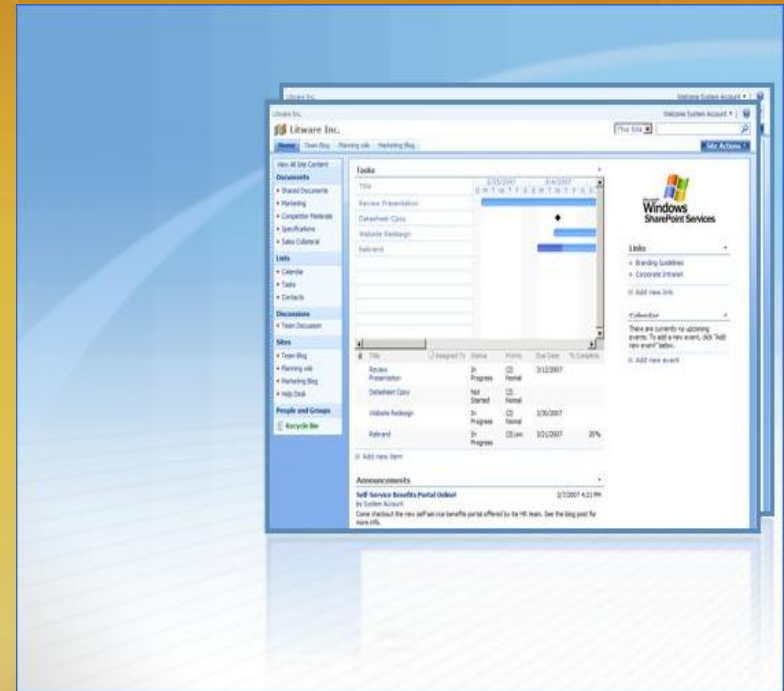- Phase A – Opportunity Capture
- Phase B – Capture
- Phase C – Proposal Planning
- Phase D – Proposal Preparation
- Phase E – Post Submittal

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Collaborative Tools

- *Tailored to proposal development processes*

- *Increases productivity*

- *Secure and effect management of documents*

- *Cost-effective and scalable solution*

- *Build and customize quickly*

- *Minimal training and orientation for users*

SharePoint is user-friendly and a proven tool for engineering collaboration and project management

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Phase / Tasks / Deliverables

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Phase A – Opportunity Capture

- ✓ Tasks
    - Gather intelligence about opportunity
    - Determine probable competitors
    - Assess business fit
- ✓ Deliverables
    - Pursuit Recommendation

Phase B – Capture

- ✓ Tasks
    - Win Strategy workshop agenda
    - Define Baseline capture process (Management, Technical, Program, Past Performance)
    - Competitive Assessment process
    - Develop collaborative rationale and process (SharePoint)
    - Win Strategy implementation plan
- ✓ Deliverables
    - Win Strategy Session
    - Themes/Discriminators
    - Customer hot buttons and concerns
    - Acquisition environment baseline
    - Folder structure for collaborative environment
    - Competitive Assessment
    - Management, Program, Technical & Past performance Baselines
    - Elevator Speech

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Phase C – Proposal Planning

- ✓ Tasks
  - Prepare budget and schedule for proposal preparation
  - Confirm/assign proposal core team
  - Review lessons learned
  - Define baseline solution & price to win
  - Extend win strategy into proposal strategy
  - Prepare proposal management plan
    - » Prepare compliance checklist
    - » Burst RFP
    - » Outline proposal
    - » Prepare proposal schedule
    - » Select proposal team
    - » Determine proposal style
    - » Identify potential boilerplate
    - » Author assignments
  - Prepare writer's packages
  - Plan kickoff meeting
- ✓ Deliverables
  - Proposal Plan
  - Writers' Packages
  - Proposal Preparation
  - Budget and Schedule

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Phase D – Proposal Preparation

- ✓ Tasks
    - – Hold kickoff meeting
    - – Plan responses
        - » Review with proposal team
        - » Outline answers or complete story boards and mock-ups
        - » Draft headings, themes, visuals, & <u>action captions</u>
    - – Initiate detailed cost estimates
    - – Hold pink team review
    - – Draft and revise text
    - – Hold red team review
    - – Respond to red team
    - – Complete detailed edit
    - – Gain final management approval
    - – Produce proposal
- ✓ Deliverables
    - – Story boards
    - – Pink Team
    - – Red Team Draft
    - – Gold Team
    - – Proposal Production
    - – Proposal Delivery

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Phase E – Post Submittal

- ✓ Tasks
  - – Archive materials
  - – Update closure strategy
  - – Respond to questions
  - – Make oral presentation
  - – Update offer and resubmit
  - – Receive award notice
  - – Attend debrief
  - – Document lessons learned
- ✓ Deliverables
  - – Closure Plan
  - – Oral Presentation
  - – Final Offer
  - – Lessons Learned

Proposal Development Process

A winning proposal is based on facts

Identification, development, and presentation of those facts is the focus of our proposal process.

Opportunity Capture

- Win Strategy
- Price-to-Win
- Approved Baselines
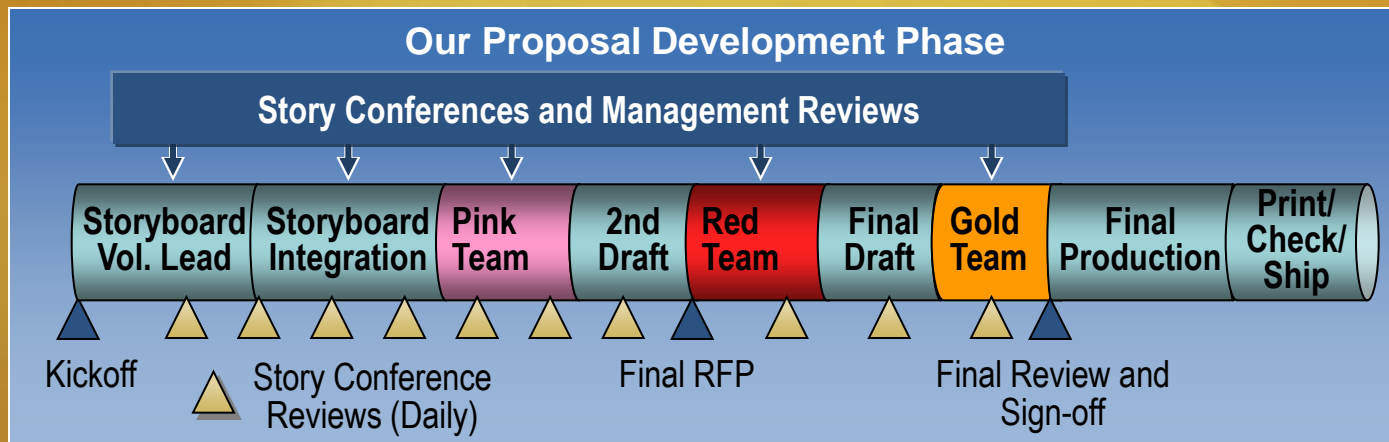- Competitive Assessment
- RFP/RFQ Development

Proposal Planning Phase | **Proposal Development Phase** | **Evaluation**

Proposal Kickoff

Story Conferences and Management Reviews

ENs   Orals   FPR

| Team Kickoff | Process Training | Proposal Outline | Compliance Matrix | Annotated Outline | Storyboard Vol. Lead | Storyboard Integration | Pink Team | 2nd Draft | Red Team | Gold Team | Final Production | Print/ Check/ Ship | Post Submittal Activities |

Client Win

Draft RFP

Story Conference Reviews (Daily)

Final RFP

Final Review and Signoff

Strategy and Baselines – Continuous Updates

Doing things in the right order ensures internal consistency and efficiency

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We Use a Structured Incremental Process to Generate the Proposal Products

- **Our process does three things**:
  - Enables management to direct and control the content
  - Management's ability to review work in progress
  - Makes it easier for "non-writers" to write
- **Our emphasis on planning before writing allows**:
  - Maximum infusion of management guidance
  - Incremental development
  - Early changes when they are the easiest to make

Our Proposal Development Phase

Story Conferences and Management Reviews

| Storyboard Vol. Lead | Storyboard Integration | Pink Team | 2nd Draft | Red Team | Final Draft | Gold Team | Final Production | Print/ Check/ Ship |

Kickoff · Story Conference Reviews (Daily) · Final RFP · Final Review and Sign-off

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