

Professional Red Team

We Are Betting You Are Not as Good As You Think

Your company may have the best solution design team and the best proposal team and yet you don't win every proposal you think you should – for a lot of reasons. We are betting that our Professional Red Team (PRT) can show you a clearly discernable improvement or we'll refund 50% of our project fee.

What is a PRT and What Do They Do

A PRT is a group of exceptionally talented systems design and business process engineers, technical specialists, business development and proposal professionals, and researchers who focus on "client-centric" solution design to meet Federal solicitations. They are objective, creative, innovative and disciplined not to fall in love with their own ideas. They can look at your company's solution design and quickly identify shortfalls or lack of competitiveness and offer concrete actionable independent advice to improve your offering. Our lean-staffing approach means we call upon only the expertise we need for a specific project and we focus on the big picture – those things that often differentiate the winner from the loser. We don't waste time on the administrivia that burdens proposal teams.

What Does a Professional Red Team Have That You Don't Have?

Beyond the strong independent objectivity of our professionals, a PRT brings information your company is unlikely to have.

- ✓ Our PRT members are selected because they have experience with the Federal or State offering agency of interest and often have served on proposal teams for solicitations from the offering agency
- ✓ Federal Proposals has developed and maintains an unmatched library of solicitation documents spanning most Federal agencies that include proposal debriefs for winning and losing proposals. We know what wins and what doesn't.
- ✓ We do it over and over, and continuously improve. Your in-house red team is unlikely to bring the skills, expertise and experience of a Federal Proposals PRT.



When to Employ a Professional Red Team?

Your company can leverage a PRT by involving it at two phases of the solicitation response cycle.

During the Design Phase

The PRT may review your preferred solution design as soon as it is ready but prior to RFP release. Our PRT requires about a week of research time prior to engaging with your solution design team. We then review your solution against government requirements, compare it to potential competitor's likely solutions and evaluate it for completeness. We then work with your design team to recommend improvements¹. This approach maximizes our added-value as changes are less burdensome than in later phases.

During the Normal Proposal Red Team

Again, our PRT requires about a week of research time prior to engaging with your solution design team. At this point the PRT will have access to all of the solicitation documents. We review your solution against government requirements, compare it to potential competitor's likely solutions, evaluate it for completeness and assess your compelling arguments. We then work with your proposal team to recommend improvements. Unfortunately, if your design has major flaws at this point there may or may not be limited opportunities to substantially improve it.

What Does It Cost

Simply, a lot less than you might expect – and a huge bang-for-the-buck. We assign experts only as the project requires and we focus on value-added. If we can't markedly improve your offering we will tell you as soon as it's apparent and withdraw from the project.

Total PRT costs are highly dependent upon the complexity of the solicitation. We are pleased to offer an estimate for PRT services when you are able to describe the project or can point us to a pending solicitation. Contact don@federalproposals.com.²

Employing a PRT may bring the single greatest improvement to your long-term proposal success. You will find out just how good is your internal team.

We offer Solution Design Team Services as an extension of our PRT.

“Federal Proposals PRT recommended a complete redesign of our technical approach (which we had great confidence in until the shortfalls were pointed out) and they proved correct – and we won. We will use them as part of our design team every time from now on. Better than any internal red team.”CEO

¹ Some clients bring our PRT into the process early in the design phase to help reduce later stage changes and reduce design costs. Others use our complete Solution Design Team Services.

² Minimum PRT fees are \$10,000.