

## Total Solution Design Services

### Why Use an Outsourced Solution Designer?

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Companies may have good proposal managers and technical writers and may hire outside proposal writers; but few companies have even one super solution designer who can create and articulate a compelling strategic solution. If you have one you are fortunate. Few companies have the breadth and depth of skills (systems engineering, systems management, operations research, and business process engineering integrated into world-class competitive design proposal team) and experience to consistently design superior strategic solutions that match Federal agency needs. Our Total Solution Design experts consistently amaze our clients with creative and compelling solutions. If we don't make your proposed solution discernibly better, we'll refund 25% of our fee.



### What is a Solution Design Team What Do They Do?

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Our Lead Solution Designer calls upon 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 Solution Design Team Have That You Don't Have?

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

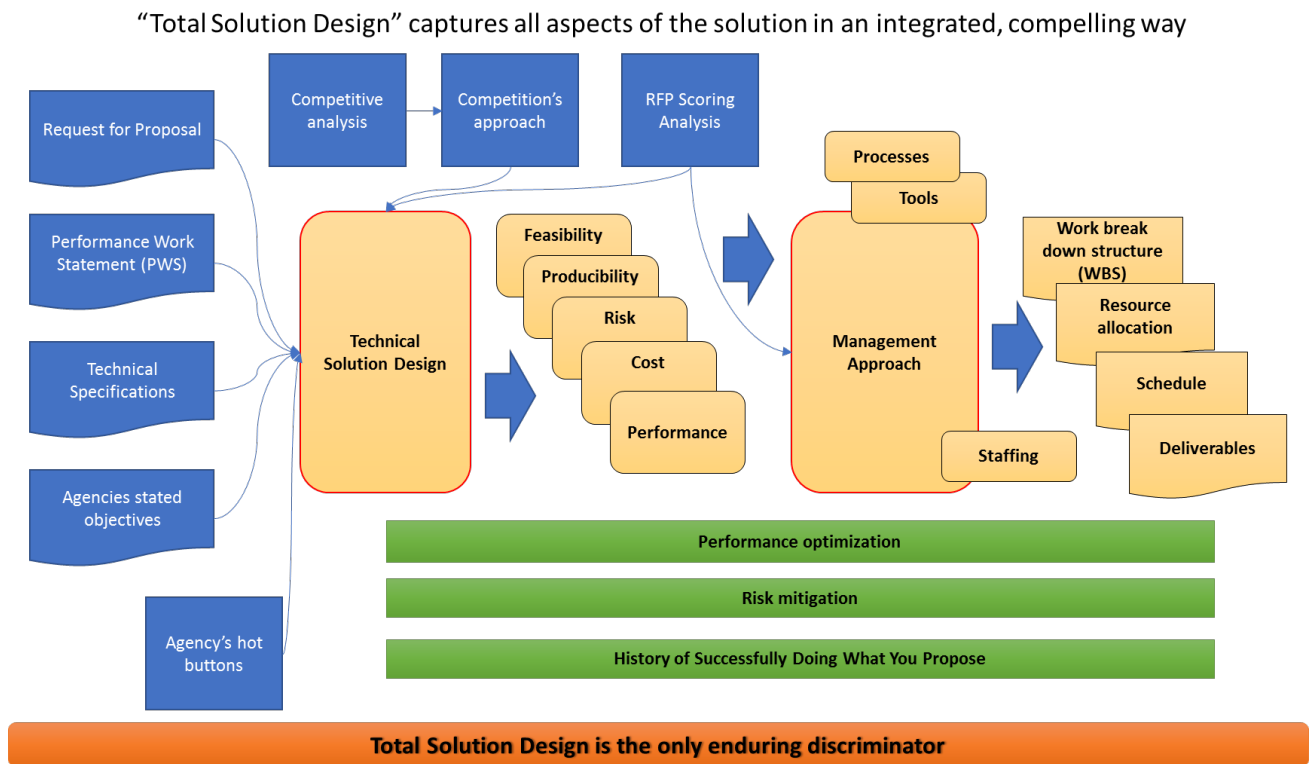
- ✓ Our staff are selected because they have experience with the Federal or State offering agency of interest and often have served on design teams for solicitations from the offering agency
- ✓ Federal Proposals has developed and maintains an unmatched library of solicitation documents spanning most Federal agencies that include proposal debriefs for win-



## The Compelling Differentiator is Total Solution Design

- ning and losing proposals. We know what wins and what doesn't.
- ✓ We do it over and over, and continuously improve. Your in-house design team is unlikely to bring the skills, expertise, and experience of a Federal Proposals Total Solution Designer.

### When is Total Solution Design?



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Federal Proposals strength is compelling Total Solution Design!

### 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 Solution Design costs are highly dependent upon the complexity of the solicitation. We are pleased to offer an estimate for services when you can describe the project or can point us to a pending solicitation. Contact [don@federalproposals.com](mailto:don@federalproposals.com).<sup>1</sup>

*"Federal Proposals recommended a complete redesign of our technical approach (which we had great confidence in until the short-falls 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."  
.....CEO*

<sup>1</sup> Minimum Solution Designer fees are \$10,000.