

## Tips for Writing a Better Technical Proposal

- Pay attention to the response due date and time. Late proposals are unacceptable.
- Review the Statement of Work/Specifications (Section C of most solicitations). Understand what the project entails and requires. Be realistic in assessing your ability to do the work.
- Review the Schedule of Items (Section B). If it's important enough to be detailed in this schedule, it's important enough to be addressed in your technical proposal.
- Review and follow the Instructions to Offerors (Section L). If it lists four items that must be included in your proposal, include them.
  - If a project element infers a specific skill (e.g., plumbing, which would normally necessitate a qualified plumber) be sure to mention that skill when you address experience.
  - A few concise details are preferable to fluffy generalities. Likewise when 3 – 5 examples of previous, comparable projects are requested, don't list two dozen.
  - Many proposals end after noting WHAT you are going to do... we generally know in advance what you are going to do. We are much more interested in the HOW and WHY. A proposal that offers a unique insight into why a certain method or technique should be employed on this project vs. another (typically more conventional) approach generally demonstrates that serious thought, analysis and planning went into your technical proposal.
  - Quality control is more than a supervisor paying attention to or spot-checking the job being done by workers. How are you measuring, evaluating and controlling the work being done? What assurances do you offer that construction will be square/level/plumb? Or that a pipeline will be pressure/leak tested before being buried?
- Finally, it is often asked "how long should my proposal be?" Unless specific guidelines or limitations are noted in the solicitation, your proposal should offer sufficient detail, given the magnitude/scope of the project, to instill confidence in your ability to complete the project.