

Prepare for, Compete and Win a Specific Project

Peter M. Kinsley, CGC, DBIA
Haskell Company, Vice President
Water Design-Build Council



2012 DESIGN-BUILD FOR
WATER/WASTEWATER

Discussion to Include

- The Three Ps of Winning
- Importance of Early Positioning
- Making the Go / No Go Decision
- Developing Your Win Strategy
- Executing Your Win Strategy in the Proposal
- Presenting to Win
- NAVFAC Indian Head WWTP Case Study



2012 DESIGN-BUILD FOR
WATER/WASTEWATER

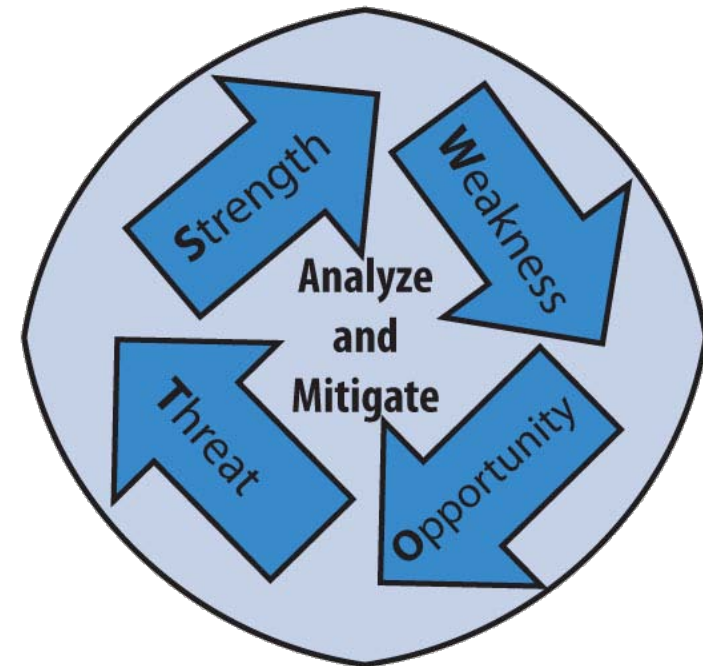
The Three Ps of Winning



2012 DESIGN-BUILD FOR
WATER/WASTEWATER

Importance of Early Positioning

- Answers Key Questions
 - Who are the Decision Makers?
 - What are the Critical Issues?
 - Who is the Competition and What are their Strengths and Weaknesses?
 - What are the Strengths and Weaknesses of our Offering?



Importance of Early Positioning

- Prepares You to Win
 - Specific Capture Strategies
 - Gain Project Understanding, Knowledge and Insight
 - Build Strong Client Relationships and Trust
 - Become the Subject Matter Expert

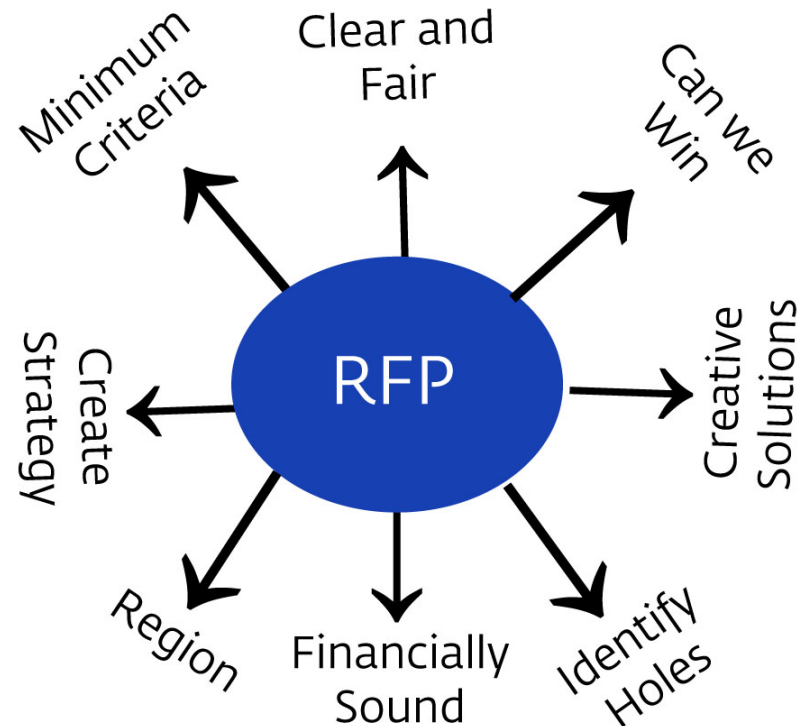


2012 DESIGN-BUILD FOR
WATER/WASTEWATER

Making the Go / No Go Decision

- **Potential Pass / Fail Criteria**

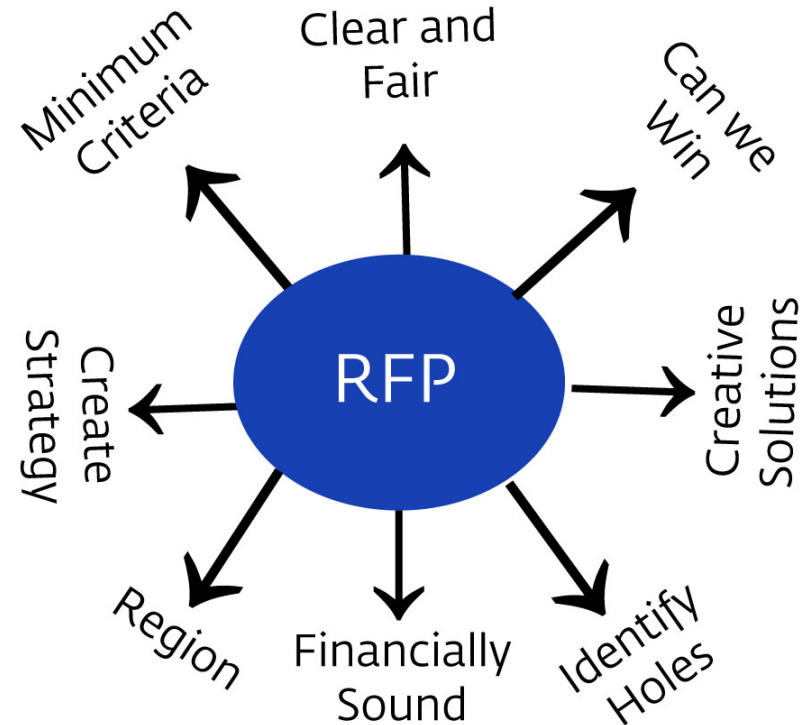
- Is the RFQ/RFP Well Crafted?
- Is the Evaluation Process Defined?
- Is the Project Funded?
- Is the Budget Realistic?
- What is the Cost to Propose as Compared to the Likelihood of Selection?



2012 DESIGN-BUILD FOR WATER/WASTEWATER

Making the Go / No Go Decision

- Can We Win? Can We Make Money?
 - Do We Understand the Project?
 - What is the Strength of our Client Relationship?
 - Who is the Competition?
 - Do We Have Demonstrable Resume?
 - Do We Have Expertise and Available Resources?
 - How Can We Strengthen our Team?



2012 DESIGN-BUILD FOR WATER/WASTEWATER

Developing Your Win Strategy

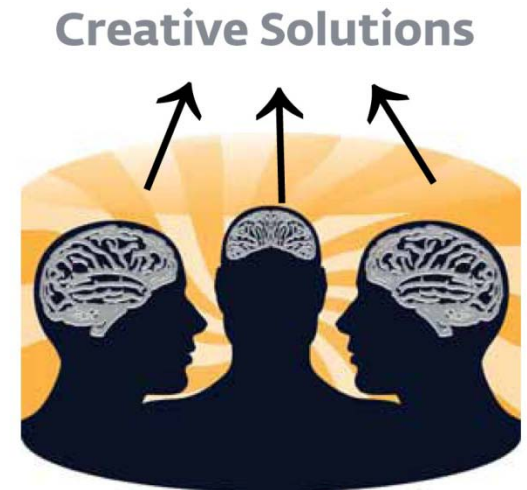
- Review the Positioning Plan and Go / No Go Decision
- Review RFQ/RFP
 - Selection Criteria
 - Critical Project Elements
- Consider Alternate Solutions
- Balance Form, Function and Economy
- Stay Owner Focused



2012 DESIGN-BUILD FOR
WATER/WASTEWATER

Executing Your Win Strategy in the Proposal

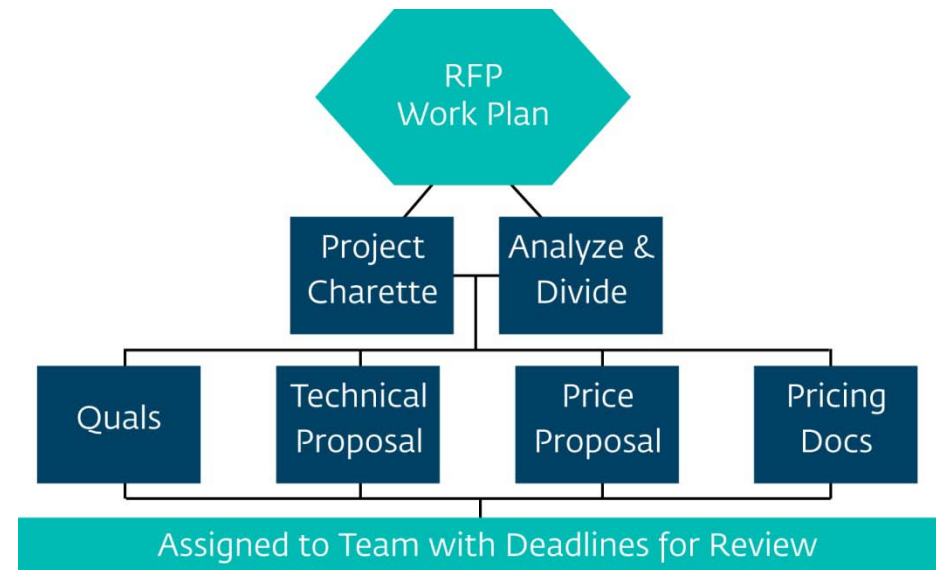
- Proposal Charette with Design-Build Team
 - Present Win Strategy
 - Encourage Participation and Create Brainstorming Environment
 - Consider Owner Design Solutions
 - Consider Alternate Design Solutions
 - Develop High Level Pricing
 - Stay Owner Focused
- Finalize your Win Strategy and Focus the Design-Build Team



2012 DESIGN-BUILD FOR
WATER/WASTEWATER

Executing Your Win Strategy in the Proposal

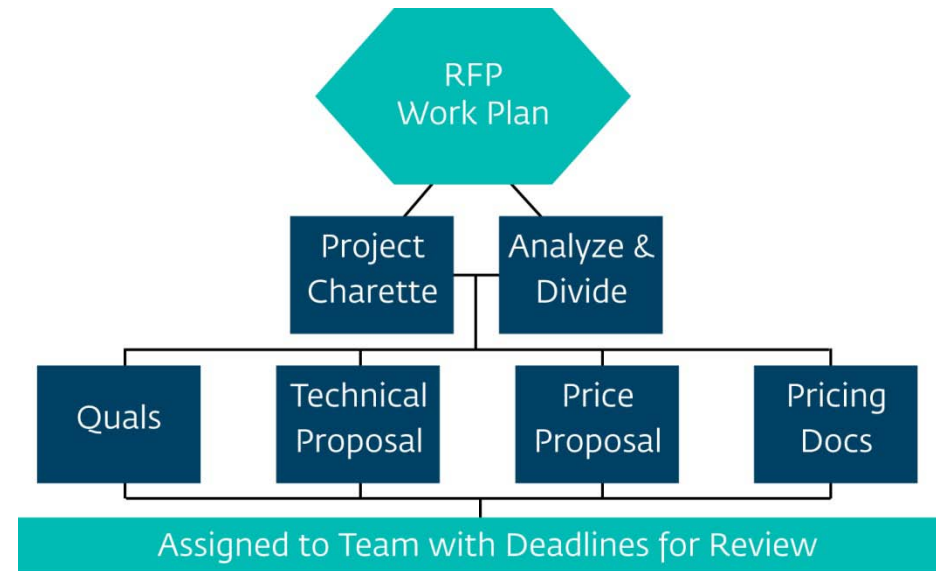
- Manage Proposal Like a Project
 - Create a Work Plan
 - Content
 - Schedule
 - Budget
 - Review Process



2012 DESIGN-BUILD FOR WATER/WASTEWATER

Executing Your Win Strategy in the Proposal

- Qualifications Statement
 - Company Information
 - Personnel
 - Experience
- Technical Proposal
 - Project Approach
 - Schedule
 - Proposal Drawings and Outline Specifications
- Price Proposal
 - Proposal Forms
- Pricing Documents



2012 DESIGN-BUILD FOR WATER/WASTEWATER

Presenting to Win

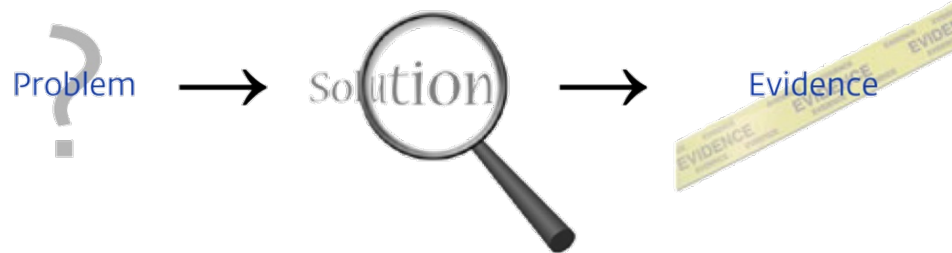
- Opportunity to Demonstrate Team Interaction
- Use the Right People
- Avoid the Silver Tray
- Consistent with Win Strategy



2012 DESIGN-BUILD FOR
WATER/WASTEWATER

Presenting to Win

- Effective Visuals
- Plan for Individual Members of Selection Committee
- Leave Behinds
- Q&A
- Practice Practice Practice



2012 DESIGN-BUILD FOR WATER/WASTEWATER

NAVFAC Indian Head WWTP Case Study

- Go / No Go Decision
 - Strong Credentials
 - Two Step Selection
 - \$100K to Compete with Two Others



2012 DESIGN-BUILD FOR
WATER/WASTEWATER

NAVFAC Indian Head WWTP Case Study

- Win Strategy
 - Utilize Criteria Package
- Key Proposal Decision
 - Elevate Facility



2012 DESIGN-BUILD FOR
WATER/WASTEWATER

Question and Answer



2012 DESIGN-BUILD FOR
WATER/WASTEWATER