

Contents

Foreword Judson LaFlash	ix
Introduction	xi
About the Editors	xiii
Part 1 PREPROPOSAL MARKETING	1
Strategies for Business Development in the Federal Marketplace B. Adkins and J. Daley	3
Renewal: Writing the Incumbent Proposal T. Whalen	19
Part 2 MAKING THE BID DECISION	27
To Bid or Not to Bid, That Is the Question W. E. Rupp	31
Clarification Questions That Work A. D. Reilly	39

Part 3 MANAGING THE PROPOSAL EFFORT	47
STOP, GO, and the State of the Art in Proposal Writing J. R. Tracey	51
Managing the Proposal Effort D. G. Pugh	82
The Tough Part of Proposal Writing—Getting Started W. E. Rupp	90
The Kickoff Meeting D. G. Pugh	97
Management Reviews and Controls K. Breedlove	106
A Potpourri of Proposal Management Considerations J. W. Hill	115
Part 4 ORGANIZING THE PROPOSAL	125
Organizing the Proposal J. T. Hackos and W. A. Mattingly	127
Win Strategies for Proposals J. K. Clauser	133
The Proper Structuring and Use of Strategies, Outlines, and Theme Statements for Technical Proposals J. W. Hill	145
Suggestions for Those Who Write Instructions for the Preparation of Large Government Proposals, or, Why Do You Make It So Difficult for Us to Make It Easy for You? J. K. Clauser and J. W. Hill	155
Part 5 WRITING THE PROPOSAL	161
Ten Ways to Write a Losing Proposal J. K. Clauser	163
How to Write a Good Executive Summary for a Proposal J. W. Hill	166
Writing the Management Proposal T. E. Ray	174

Presenting Program Personnel M. L. Doyle and D. H. Berry	181
Presenting Related Experience J. W. Hill	189
Developing the Technical Proposal K. Breedlove	191
Packaging Proposals for Government Evaluators: How to Make a Tough Job More Palatable J. K. Clauser	200
Estimating and Bidding Documentation G. W. Heaton	213
Part 6 ILLUSTRATING THE PROPOSAL	221
Illustrating the Proposal K. Breedlove	223
The Importance of Proposal Illustrations J. K. Clauser	226
The Writer's Responsibility for Proposal Graphics J. P. O'Connor	236
Part 7 POSTPROPOSAL ACTIVITIES	255
Proposal Postmortems: The Feedback Loop T. Whalen	257
Translating the Proposal into a Plan for Work K. Breedlove and J. W. Hill	264
Part 8 THE FUTURE	267
Proposals of the Future J. W. Hill	269
Appendix PREPARING IR&D REPORTS	277
Strategies for Writing the IR&D Report R. Morley and A. Nauda	279
Drafting, Editing, and Producing IR&D Reports in a Desktop Publishing Environment A. Nauda	301

New Strategies for IR&D Reporting: Implications of New Legislation Effective Fiscal Year 1993	308
A. Nauda	
Author Index	321
Subject Index	323