

PROCUREMENT PEOPLE AND HOW TO MAKE US HAPPY!

[aka “How to Create an Effective Bid Response”]



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DEPARTMENT OF HEALTH CARE POLICY AND FINANCING



- We are the State *Medicaid* agency – no - not Medicare for all of us when we get old but - *Medicaid* for the indigent, disabled and those in nursing homes.
- We procure almost exclusively services so this presentation will focus on how to respond to a solicitation for services.

WE PROBABLY WON'T MEET WITH YOU – IT'S THE WRITING THAT COUNTS



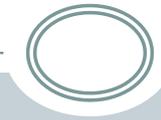
- We Want To Be Fair So We Do Not Talk With Individual Proposers About Their Proposals.
- It Is Unlikely We Will Be Able To Meet With You And It Is Generally Not Possible For You To Discuss Or Present Your Proposed Solution To Us.
- Calling Us On The Phone Is Not Better Than Email!

READ THE SOLICITATION



- Read The Solicitation.
- Review The *Mandatory Requirements* And Make Sure Your Company Meets Them.
- Review The Proposed *Statement Of Work* And Assure You Can Meet The Requirement.
- And Most Of All, Read The *Administrative Requirements*.

DO RESEARCH



- Winning Proposals Are Available Pursuant To The Colorado Open Records Act.
- Request Copies Of Winning Proposals And Review Them.
- Read The Winning Proposals And Learn What Worked Well In The Proposals.

ADMINISTRATIVE REQUIREMENTS

PAY ATTENTION TO:



- Date The Proposals Are Due.
 - ✓ These Deadlines Are Generally Not Extended By State Agencies.
- The Format Of The Proposal.
- Does The Solicitation Require Questions Be Repeated? – Cut And PASTE
- Does It Have A Page Limit? – Follow It
- Read The Question!
- Break The Question Into Parts If Necessary And Answer Each Part.

YES, THE WRITING MATTERS



We Are All Human And Read Lots Of The Lots Of Documents.
Therefore, PLEASE Make Sure Proposals:

- Flow Well.
- Information Is Easy To Find.
- The Questions Are Repeated.
- The Responses Are Short And Easy To Read.

PRESENTATION MATTERS



- Check Grammar And Spelling.
- Use Space And Headings.
- Use Bullets If Applicable.
- Break Up Large Paragraphs.
- Refer To Information In Other Portions Of The Solicitation So We Can Find It.

WE DON'T KNOW WHAT YOU DO



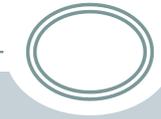
- Please Do Not Assume We Understand What You Do And Know The Jargon.
- If You Have Worked For The Department Before, We Do Not Know That.
- If You Have Done The Work Before, Explain, Explain What You Have Done.
- Write For An Audience That Doesn't Have A Clue What You Do.

MARKETING MATERIALS



- They Have A Place But Keep Them To A Minimum.
- We Want To Know What You Can Do Not Who You Are.
- Provide Examples Of Previous Experience As Necessary.
- Keep Information That Tries To Make Your Company Stand Out To A Minimum.
- Your Company Will Stand Out With What It Proposes!

IF YOU ARE SMALL AND NEW – SELL THAT



It Is Tough To Break Into A Market. But Not Impossible.

Sell:

- Being Small And Nimble.
- The Experience Of Key People.
- The Attention You Can Provide.

YES, PRICE MATTERS



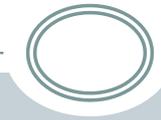
- Estimate Correctly And Carefully.
- If You Try To Underbid Just To Get The Job, It Is Likely We Will Be Unable To Amend Your Contract To Allow You More Money Or Contract For Less Work.
- If You Can Cut Some Expenses And Be Profitable, Do It.
- Make Your Proposal More Competitive.
- Same Message – You Have To Do The Work For The Amount You Have Bid So Be Sure You Can Do It!

ASK QUESTIONS DURING THE QUESTION PERIOD



- We Are Not Impressed With Complex Questions.
- If You Have Questions, Be Concise And Clear What You Do Not Understand.
- We Generally Cannot Provide You Large Amounts Of Data.
- Price Based On Assumptions.

WE AREN'T RUDE, WE ARE JUST TRYING TO BE FAIR



- Procurement Staff Generally Cannot Answer Specific Vendor Questions.
- We Know You Would Like To Develop A Relationship With Us But We Have To Refuse.
- We Only Know You Through What You Write - So Do It Well!

TOP 10 MISTAKES



1. Submitting a late Proposal.
2. Not reading the instructions.
3. Forgetting to submit all the required documents.
4. Not addressing all Mandatory requirements.
5. Conditioning offers with requirements.
6. Not monitoring the e-procurement system for RFP updates.
7. Sending the wrong people to pre-proposal or negotiation meetings.
8. Contacting someone other than the single point of contact.
9. Not attending pre-proposal conferences.
10. Non-authorized person signing the Proposal.

QUESTIONS????

