



Proposal

REFERENCE GUIDE

**Win the work
you want.**

What we focus on that makes a difference

- » We tailor each pursuit by providing custom services as needed, such as market research, custom templates and graphics, and high-quality reviews.
- » Attention to detail. We ensure the correct information is successfully displayed and addressed, including the clients' "hot buttons" and needs, evaluation criteria, and teams assets and unique capabilities.
- » Kick-off teaming strategy calls are set as soon as the RFP surfaces to discuss the best way to represent the team, teaming partners, projects, and personnel.
- » Our team is always learning and make sure to be the most up-to-date on all industry trends.
- » Quality reviews are key. Our team has a winning process with 2-3 draft reviews put into place for every proposal. Andana also holds a review meeting with the team after each draft. Details following on the next page.

Proposal Development Process

1

KICK-OFF / STRATEGY SESSION

Based on the compliance matrix created by Andana, the kick off meeting sets the stage for the project. We can combine the kick off with a strategy session to highlight team and client relationship; clients needs and “hot buttons;” what assets does the team bring to the table and how can we emphasize them; personnel/subs/projects; proposal development schedule; production/delivery plans. Kick off assigns writers to each section and sets the proposal schedule. Clients can provide GoBys of prior submissions for reference.

2

PINK TEAM DRAFT

Andana prepares the first draft with content with custom template/formatting, organization chart, personnel, projects and draft narrative based on inputs from Client team and Kick Off meeting. We work with client team. We hold a review meeting held to get feedback from the team and confirm the document is moving in the right direction.

3

RED TEAM DRAFT

Andana receives new content and edits from team or writes new content. Team finalizes personnel (including subconsultants info), projects, and technical narratives. Andana creates or updates graphics. We hold another review meeting held to get feedback from the team on win themes, structure, and content. Andana conducts internal QC, readability, and compliance review.

4

GOLD TEAM DRAFT

Andana issues a “final” draft incorporating updates from the writers following Red Team inputs. Andana conducts a Quality review of the full document with the solicitation, amendments, kick-off call notes. We hold a final review meeting held to review final draft. Andana incorporates all final edits after gold team review and issues the white glove draft.

5

WHITE GLOVE

White Glove is the final, ‘camera-ready’ draft. Andana issues the draft and holds a virtual page turn with clients. If any issues are spotted, Andana issues change pages. If the draft is approved, Andana prepares for submission.

5

PRODUCTION & DELIVERY

Andana creates proposal collateral (pdf files, CDs, or send to print) for submission per solicitation requirements. Andana offers a variety of production and submission services: emailing, uploading, printing, binding, shipping, delivering, and couriering.



ANDANA