



OST GLOBAL SOLUTIONS

Five Ways to Streamline Capture and Boost Win Rate in the Current Environment

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About OST



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WE'VE WON OUR CLIENTS OVER \$27 BILLION IN GOVERNMENT CONTRACTS SINCE 2005

BUSINESS DEVELOPMENT, CAPTURE, AND PROPOSAL CONSULTING

Build Portfolio of
Indefinite Delivery
Vehicles



Develop
Opportunity
Pipelines



Capture
Opportunities



Win Proposals



Optimize Your
Processes



REGISTERED APPRENTICESHIP IN GOVERNMENT BUSINESS DEVELOPMENT; 18 COURSES IN ALL ASPECTS OF FEDERAL BUSINESS DEVELOPMENT

Certified
Business
Developer



Certified
Capture
Manager



Certified
Proposal
Manager



Certified
Proposal
Coordinator



Certified
Proposal
Writer



**SBIR/STTR Proposal Lab for
Maryland and Alabama SBA
FAST Grant**



Five Recommendations



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1. Understand direction of procurement (situational awareness)
2. Double down on pipeline basics and 5x your pipeline
3. Focus on the customer engagement aspect of capture
4. Invest in On-Contract Growth (OCG) – position yourself for success by securing sole-source awards or adding scope to existing vehicles
5. Fully implement AI to significantly increase capture and proposal activities



Understand Direction of Procurement



Market Implications



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- The Heritage Foundation's Project 2025 is being implemented.
- Government's shifting acquisition landscape: consolidations of IDIQ vehicles, potential rewrites of the FAR, canceled competitions, and moves toward product-centric buys.
- Major primes now chase smaller opportunities they traditionally ignored, and everyone is "crowding" the live opportunities.
- Agencies are seeing staff cuts and in-progress contract reductions, with funding being reprogrammed or put on hold. If thousands of contracting officer positions are eliminated or left unfilled under a hiring freeze, agencies will have fewer staff to write RFPs, evaluate proposals, and administer contracts.
 - Executive Order 14210 of February 11, 2025: Pursuant to the Presidential Memorandum of January 20, 2025 (Hiring Freeze), the Director of the OMB shall submit a plan to reduce the size of the Federal Government's workforce through efficiency improvements and attrition (Plan). The Plan **shall require that each agency hire no more than one employee for every four employees that depart.**
 - Executive Order 14222 of February 26, 2025: Each Agency Head shall complete this process within 30 days of the date of this order and **shall not issue or approve new contracting officer warrants** during the review period, unless the Agency Head determines such approval is necessary.
- Procurement Administrative Lead Time (PALT) – the time from solicitation to award – could increase significantly.



Consolidating Federal Procurement in the GSA and Other Changes



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- EO 14240 of March 20, 2025: Consolidating Domestic Federal Procurement in the GSA
 - (a) Within 60 days of the date of this order, agency heads shall submit to the Administrator proposals to have GSA conduct domestic procurement with respect to common goods and services for the agency.
 - (b) Within 90 days of the date of this order, the Administrator shall submit a comprehensive plan to the Director of OMB for the GSA to procure common goods and services across the domestic components of the Government.
 - (c) Within 30 days of the date of this order, the Director of OMB shall designate the Administrator as the executive agent for all Government-wide acquisition contracts for information technology. The Administrator, in consultation with the Director of OMB, shall defer or decline the executive agent designation for Government-wide acquisition contracts for information technology when necessary to ensure continuity of service or as otherwise appropriate. The Administrator shall rationalize Government-wide indefinite delivery contract vehicles for information technology for agencies across the Government, including as part of identifying and eliminating contract duplication, redundancy, and other inefficiencies.
- GSA Federal Supply Schedules and GWACs like Polaris, Alliant 3, 8(a) STARS III, VETS 2, and OASIS+ may see more task orders
- Other IT related GWACs such as NASA SEWP VI and NIH CIO-SP4 could be consolidated under GSA
- We may also see renewed interest in Other Transaction Authority (OTA) agreements, especially in defense and R&D, to bypass the FAR's most cumbersome requirements.

Potentially Fewer SB Set-Asides



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- **Contract Consolidation and Fewer Small-Business Set-Asides:**
 - In the name of efficiency and cost savings, Project 2025 will likely encourage **consolidating contracts into larger bundles**.
 - This could mean more agency-wide or government-wide contracts rather than many separate bureau-level procurements.
 - One implication is a probable **decline in small business set-aside opportunities**.
 - Large consolidated contracts are often full-and-open, or if they are set aside, only a portion may go to small businesses.
- A recent SBA proposed rule (in late 2024) – which a new administration appears poised to finalize – would apply the “Rule of Two” to multiple-award contracts, requiring agencies to set aside task orders for small businesses only if at least two small contractors on that vehicle could compete.
- Agencies can easily structure their contracting vehicles to sidestep this rule by using separate “tracks” for large and small businesses or by claiming only one small awardee is capable.
- Anticipate **more competitions open to all vendors (including large integrators) and a potential drop in the volume of dedicated small-business solicitations**.
- SBs need to consider JVs, MP JVs, all small teams, and/or partnering with larges – this trend disadvantages new market entrants and niche small firms, while benefiting established contractors that can cover broad requirements.





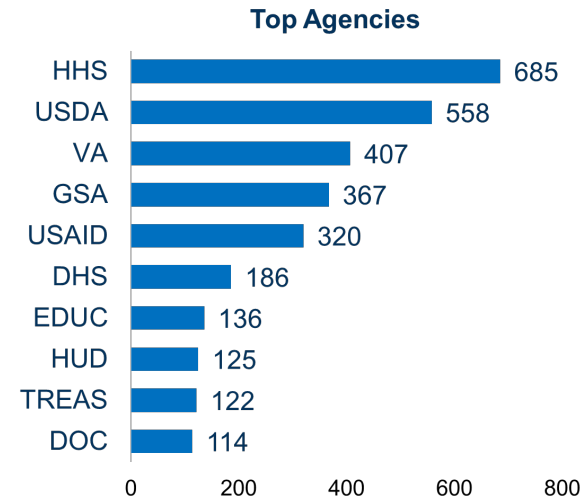
Commit to
and Invest in
your Pipeline

Diversify Your Pipeline

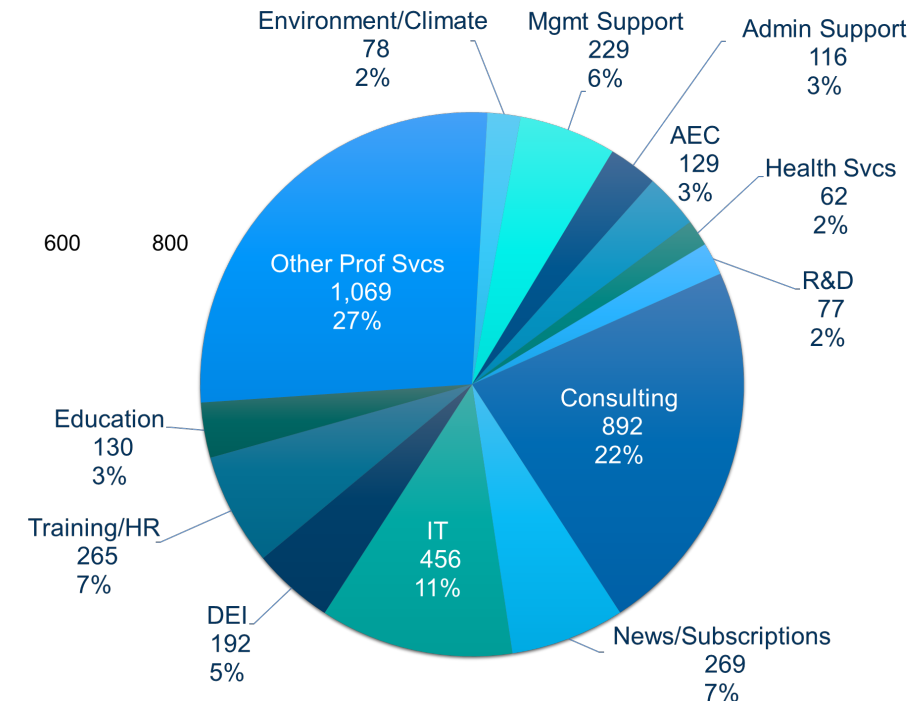


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- Adding to your core capabilities, adding adjacent capabilities, breaking into new agencies
- DHS, Dept. of Ed, USAID, and GSA FEDSIM either have been or are in the process of being eliminated
- Significant cuts to State and HHS
- DoD and DOJ will receive the various components of DHS



DOGE Contract Terminations (Jan 20-Mar 20)



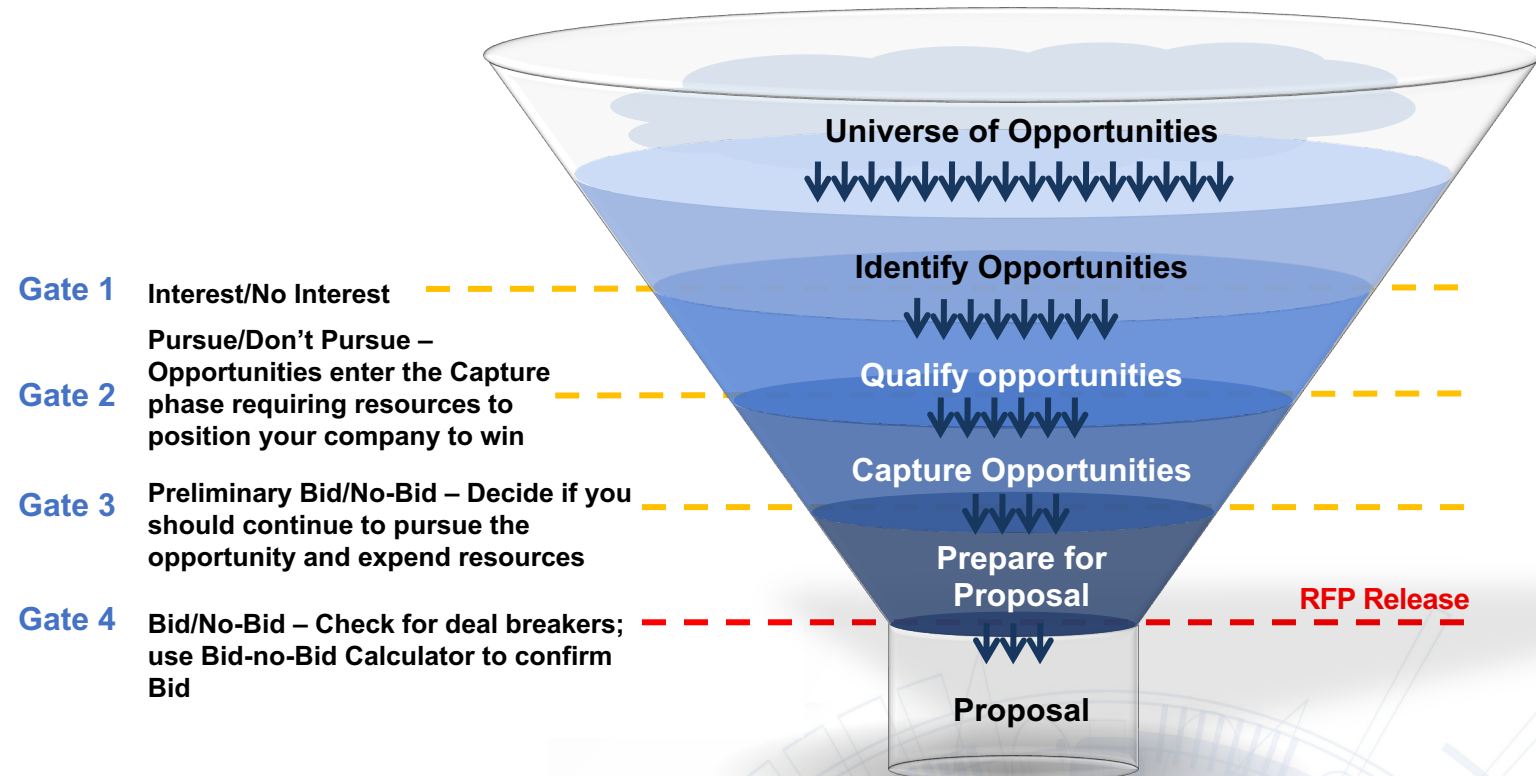
Source: Deniece Peterson, Senior Director, Federal Market Analysis, Deltek

Opportunities Pipeline Basics



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- Increase your pipeline from 2-3x to 4-5x of growth targets
- Fill and update your pipeline at least weekly with:
 - Long-term opportunities issued from 1 up to 5 years from now (next re-compete)
 - Mid-term – 6 months to 1 year
 - Short-term – from imminent to those in the next 2-5 months
- Ensure opportunities are real
- Rank opportunities in the order of priority
- Clean and edit the pipeline regularly
- If a company is not bidding constantly, it is not growing fast enough

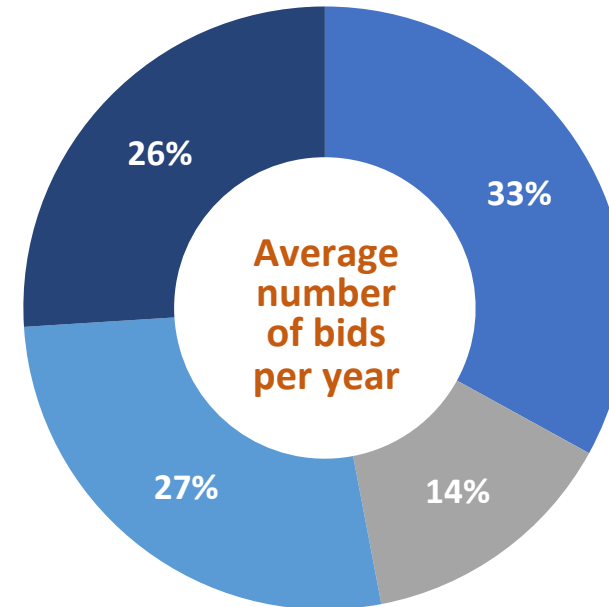


Bid Enough to Survive and Thrive



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- Use more than 2-3 methods to identify opportunities
- Leverage your “rainmakers” in conjunction with a trained Business Developer or train them properly
- If you are not bidding monthly on multiple projects that are perfect for you, you are not growing fast enough
- Commit to a “blitz” campaign to build up your pipeline, and then do regular upkeep



■ 81-99 Bids ■ 100 or More
■ 35 or Less ■ 36-80 Bids

Average number of bids submitted per year by small, mid-tier, and large government contracting businesses per the *APMP U.S. Bid & Proposal Industry Benchmark Report, 2019*

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Focus on
Customer
Engagement

Lead with Empathy



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- Federal employees are under intense pressure; many fear layoffs, reorganizations, or abrupt role changes.
- With rapidly shifting requirements and fewer government experts, organizations that help shape or re-scope a solicitation—or offer quick, targeted white papers—end up guiding the acquisition.
- Agencies are focusing on “data + cost”, **you must prove ROI**: e.g., how many labor hours you’ll save, how effectively you’ll reduce cost or risk, how your approach aligns with the mission.



Capture is More Important Now Than Ever Before

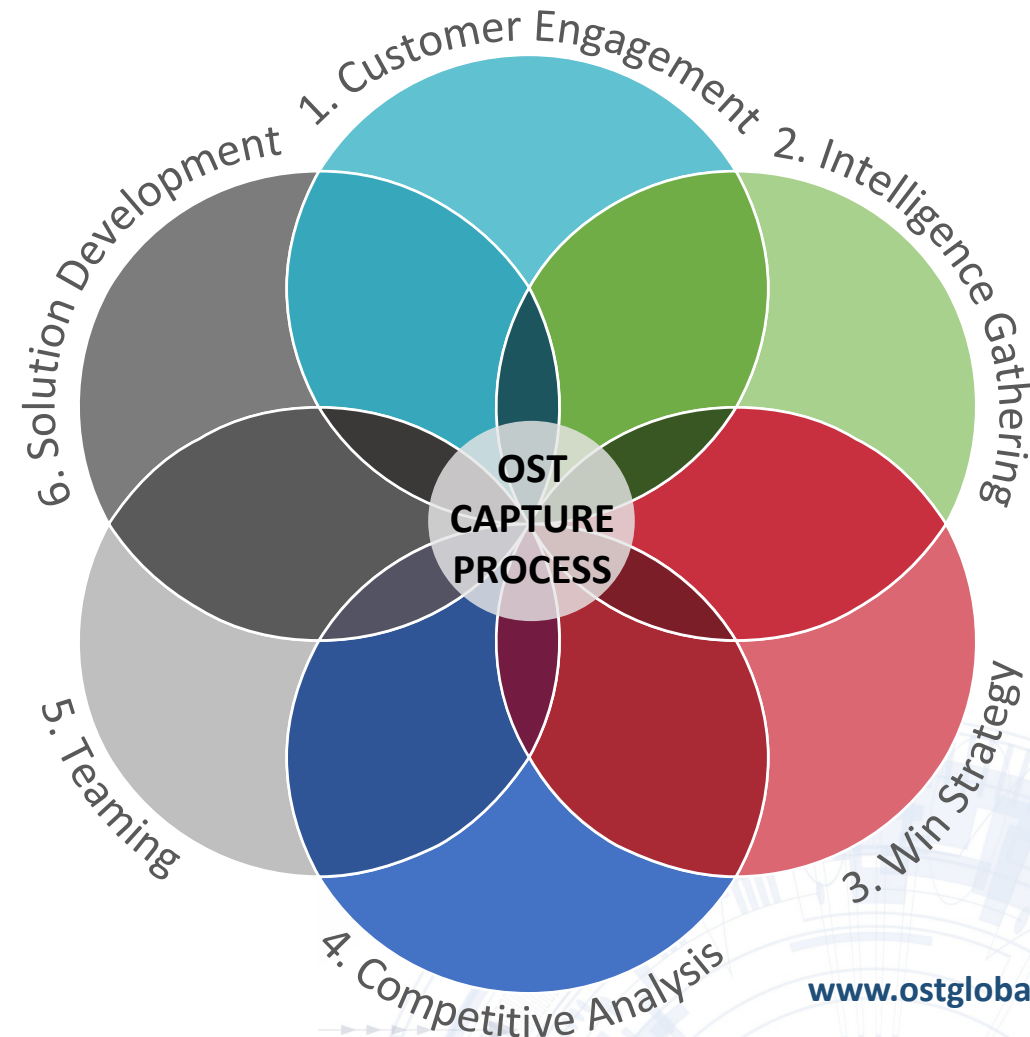


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Capture is pre-proposal preparation that takes place from deciding to pursue an opportunity to the Draft or Final RFP issuance, and beyond

Larger companies are starting to pursue smaller opportunities that they never would have gone after before.

Capture is the key to winning in fierce competition.



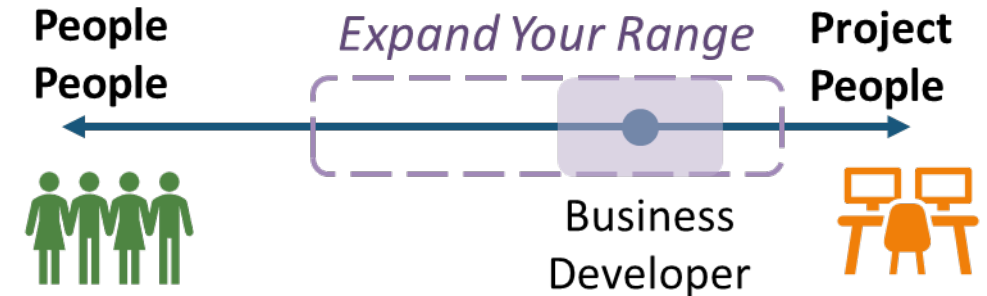
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Find Your New Customers



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- Finding the new customers and reaching the government requires calling a lot of people, a lot
- There is a spectrum of natural work preferences which makes some BDers reluctant to “cold call” the government
- Some don’t know what they can ask for
- Others run into lack of responsiveness and doubt someone will ever want to see them
- Yet others feel they don’t have the credibility to deal with government people at a certain level
- Some don’t know how to talk to government officials and feel stiff and nervous
- Many call or visit but don’t know how to continue the conversation beyond presenting a capabilities statement
- Some get discouraged by the notorious government dislike of sales and business development people

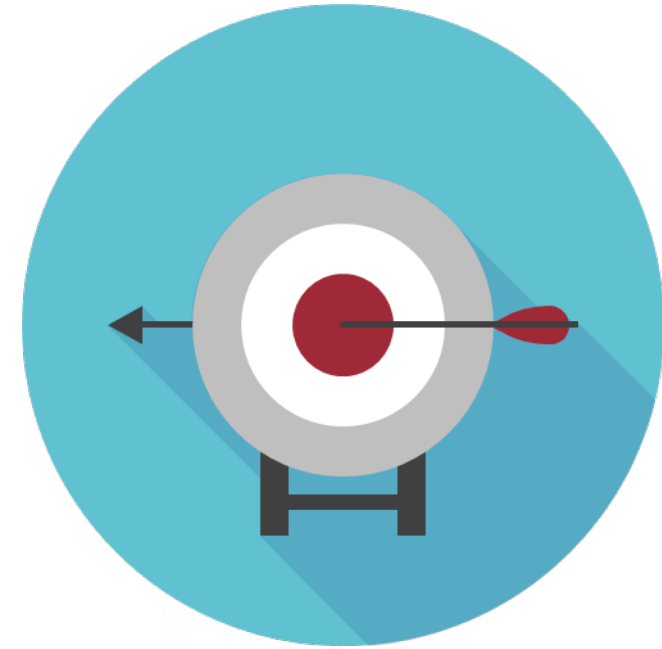


Become a Trusted Advisor



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- You are squeaky clean honest and trustworthy
- You are honest, ethical, and you play by the rules – but you are not sticking with the strictest interpretation of every rule
- You care about our country, the Government, and the project more than yourself or the company
- You honestly believe that your company is the best possible contractor to get the work done
- You understand that this Government servant is important to the agency's mission, and you appreciate their exact impact
- You are there to help and to solve their problems
- You will always give them the best deal
- You respect them a great deal – you listen but you are never dismissive of the Government even if they are
- You also recognize they are a human being

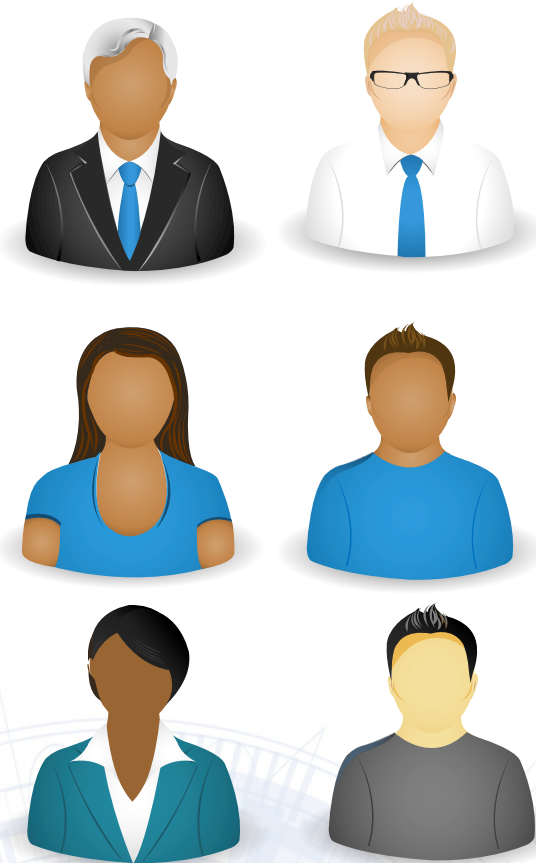


Maintain Close Communication with Agency Customers



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- Stay close to your customers (program managers, contracting officers, contracting specialists)
- Our customers are dealing with new rules, DOGE team input, and possibly staffing issues. Be empathetic and solution-oriented in all interactions. For instance:
 - If a contracting officer is struggling with the new justification system, offer to provide contract reporting data in a format that makes their job easier to justify your invoices. Little assists like that can build goodwill.
 - Check in regularly about any changes in priorities or funding – you may learn early if your contract's scope might be narrowed or if there's interest in expanding it because in-house staff left, which will allow you to adapt quickly (e.g. propose a logical expansion or extension to cover a gap).
 - Educate new officials: Many political appointees and DOGE team leads might be unfamiliar with the details of certain programs. Without being political, ensure they understand how your work directly supports the administration's goals. For example, if a DOGE Team Lead is reviewing contracts, you or your government champion can highlight that *"Contract X provides critical IT support that has enabled 20% efficiency gains in processing claims"* – tie it to efficiency or cost savings to speak their language.
- Influence Requirements Early:
 - As agencies shift towards GSA vehicles and possibly combine needs, engage in **industry outreach and RFIs** actively.
 - GSA is likely to host industry days as it formulates its consolidated contracts plan. Participate and provide feedback – for example, if you're concerned that too few winners on a vehicle could harm competition, articulate how a larger pool (with many small biz) could still deliver savings.
 - While the administration's decisions are top-down, the acquisition workforce still cares about getting it right. Your input might shape solicitations to be more favorable or at least fair.





Invest in OCG



Helping Program Staff Overcome the Reluctance to Sell



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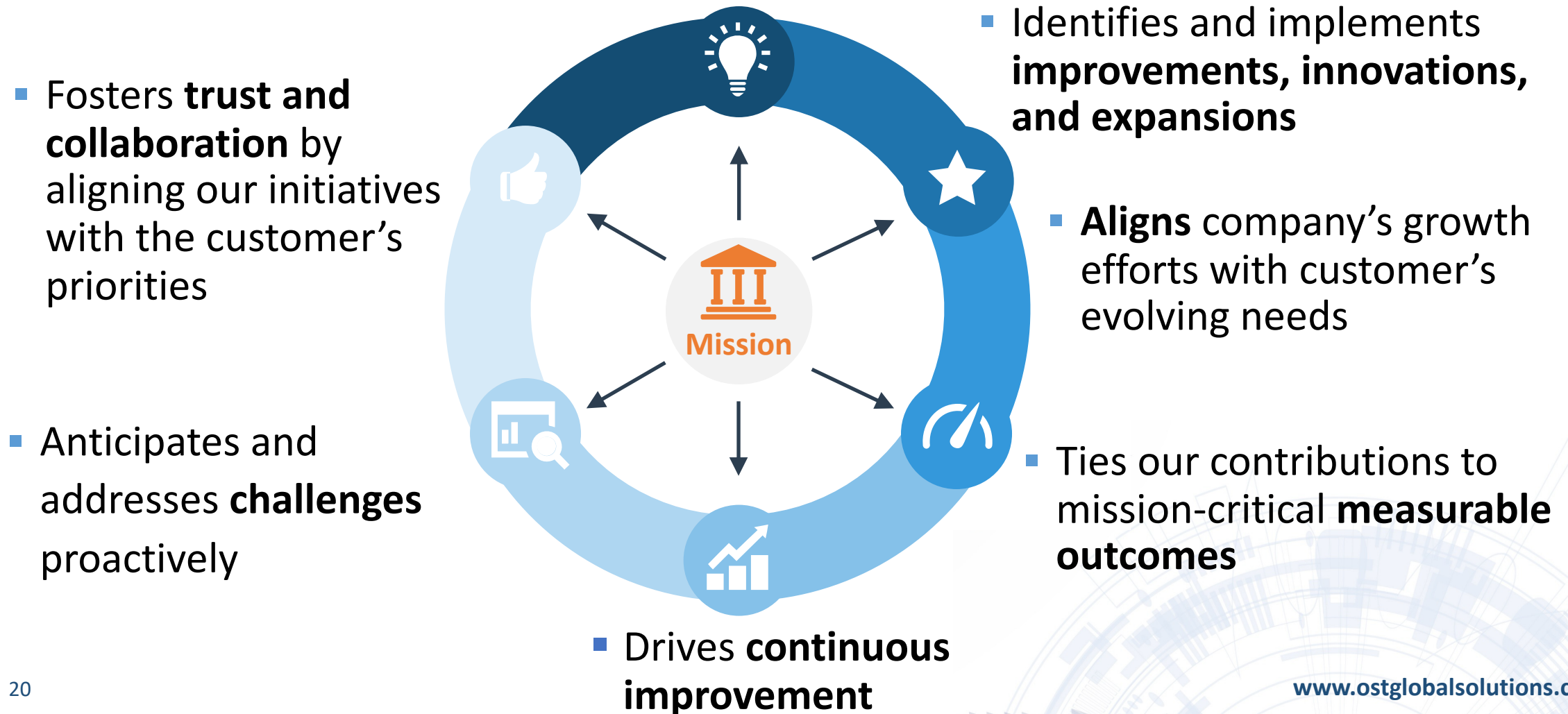
- OCG does not solely benefit the company or maximizes revenue, but supports the mission and ensures project success
- It is needed so that:
 - The project can be implemented smoothly without unforeseen risks
 - You stay informed about potential needs and address them proactively
 - There is time to carefully plan and execute the program, avoiding rushed decisions that could lead to poor results
- **You are not “selling” in the traditional sense**
- **You are identifying and solving problems the customer may not even realize they have**
- **You are offering well-thought-out solutions that will make their mission easier to accomplish**



Clarify for Staff How OCG Aligns with Mission Outcomes



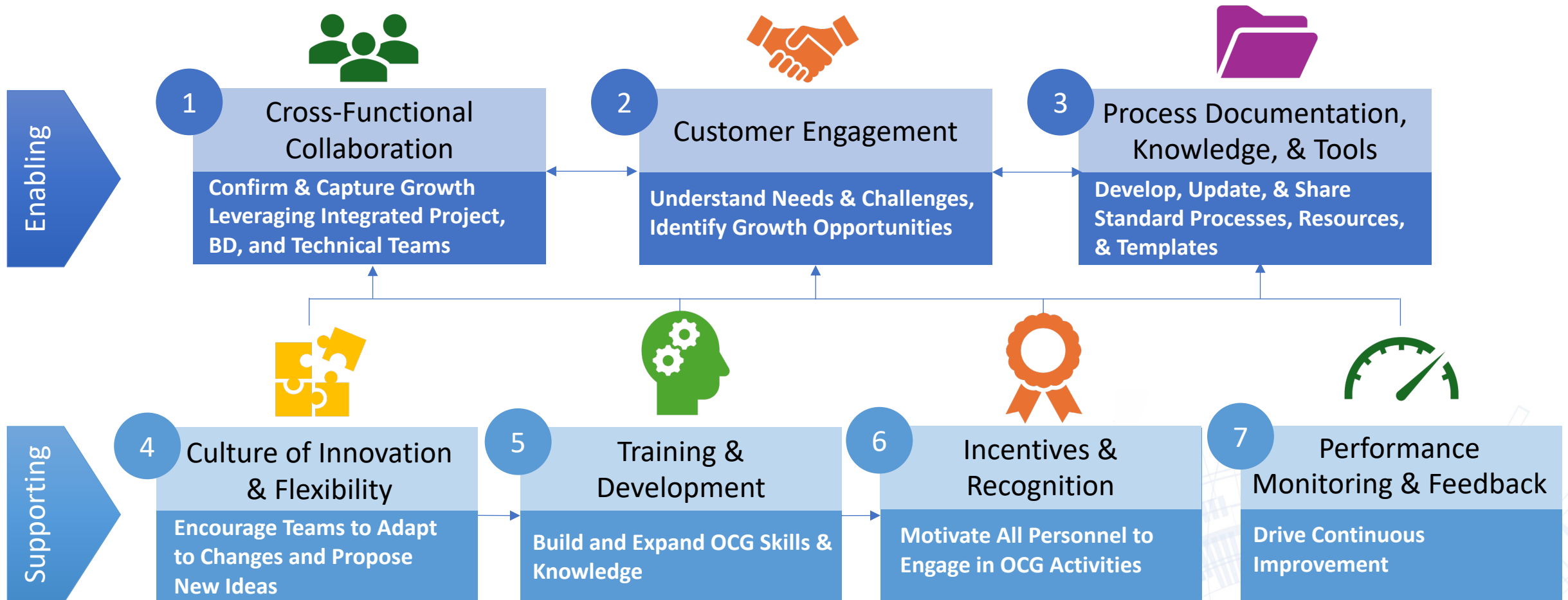
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OCG Process



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Fully
Implement AI

AI Advantages in Government BD

- Provides strategic advantage in analyzing vast amounts of opportunity, pursuit, proposal, past performance, resume, and financial data.
- Allows precision by providing insights into patterns and trends, and offers predictive analytics results that may escape the human eye.
- Currently increases productivity at least 30%, and results in 20% higher win rates and 25% labor cost savings.
- Helps identify risks and devise proactive mitigation strategies that save time and resources.

► **Companies who masterfully integrate and AI will – be the ones who remain.**

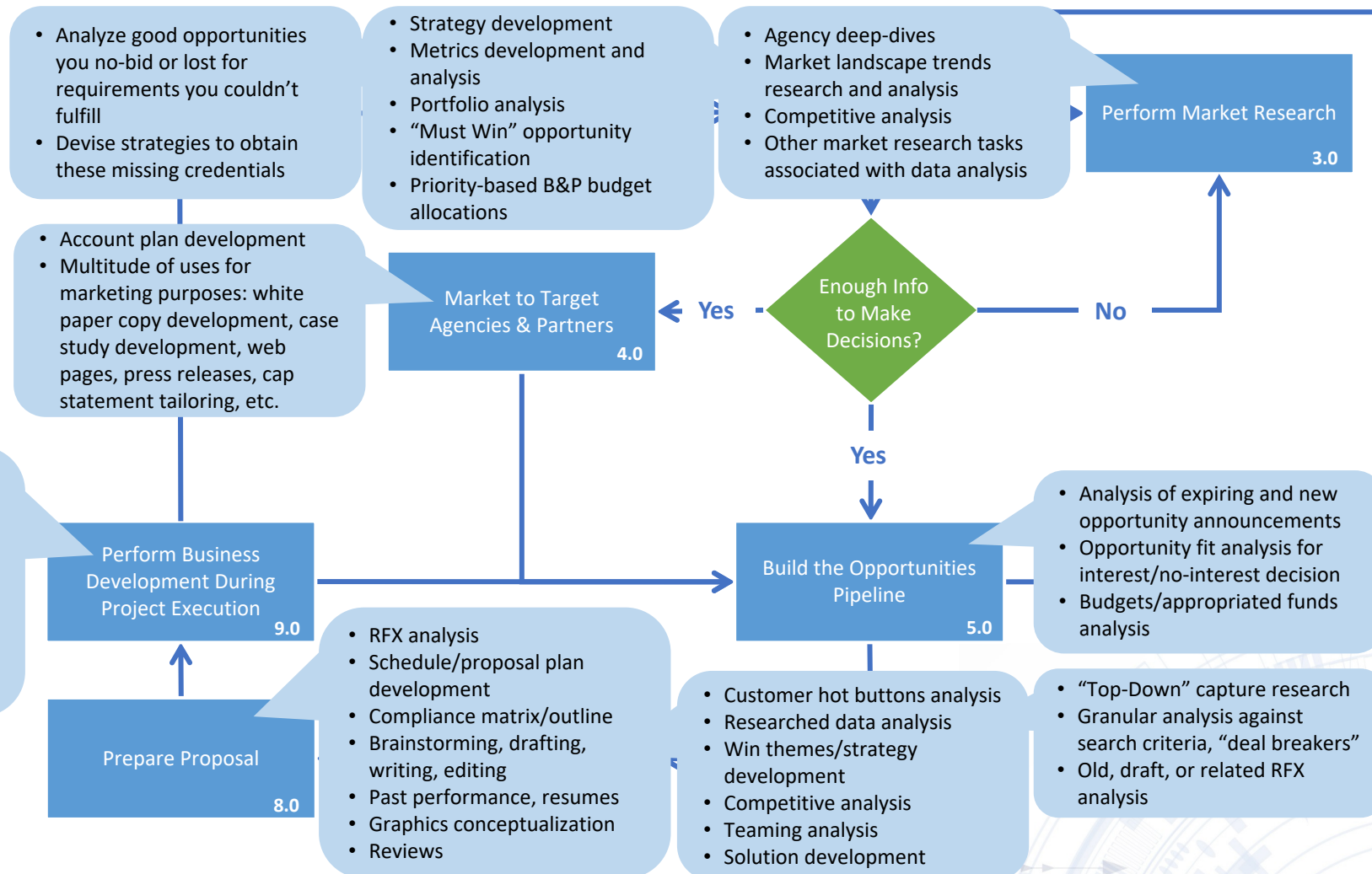


How to Integrate AI in the BD Lifecycle



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- AI is transforming government BD, capture, and proposal development workloads in every step of the BD lifecycle.



Split Complex Tasks into Simpler Ones and Error-Check



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- Break down the complex task into its fundamental elements or a workflow:
 1. *“Create a proposal cross-reference matrix with nine columns labeled Section Number, Section Title, Proposal Instructions, Eval Criteria, SOW, Other, Author, Pages, Actions, Status.”*
 2. *“Fill out the matrix columns Section Number and Section title with the proposal outline provided in the attached file.”*
 3. *“Fill out the Proposal Instructions column with the relevant Section L instructions.”*
 4. *“Fill out the Eval Criteria column with the relevant Section M instructions.” ...*
- Error-check in stages:
 - After each subtask, prompt AI to check for errors or inconsistencies before proceeding.
 - 2.1 *“Verify the accuracy of the outline language against the attached proposal before moving to adding evaluation criteria to the cross-reference matrix.”*
 - 3.1 *“Verify the accuracy of the proposal instructions requirements language against the RFP Section L before moving to adding evaluation criteria to the cross-reference matrix.”*
 - 4.1 *“Verify the accuracy of the eval criteria requirements language against the RFP Section M before moving to adding relevant SOW requirements to the cross-reference matrix.”*

Split Large Documents into Bite-Size Pieces



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- Tackle extensive documentation by summarizing parts and then combining the summaries:
 1. “Please, summarize Section 1 of the old proposal.”
 2. “Please, summarize Section 2.”
 3. “Please, combine summaries for a comprehensive overview.”
- Develop complex narratives piecewise:
 - “Context: we will use the “Why, What, Who, How, When, Where, and Wow framework for proposal section development step by step.
 - As step 1, please, draft the “why” introductory paragraphs of the technical approach by focusing on the highest risk inherent in the solution provided as a capture plan reference, and mitigation of that risk due to our 10-step approach provided as a reference.”
 - “As step 2, please, develop the “what” paragraphs of the technical approach by detailing the benefits of our 10-step approach.”
 - “As step 3, please, create a sentence with a placeholder for names of “who” will be doing all the work, with roles based on our 10-step approach reference.”
 - “As step 4, please, develop the “how” paragraphs for step 1 of our technical approach that dive into the details of the implementation. Make assumptions of what is applicable from our 10-step approach reference to the reference SOW paragraphs.” ...



Next Steps & Resources



Next Steps & Resources



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- We provide market analysis, BD strategy, pipeline management, opportunity qualification, and other capture support.
- Corporate training for OCG:
 - [Federal Business Development Corporate Training | DC, MD, VA | Corporate & Individual](#)
- Sign up for our Master AI to Enhance BD, Capture, & Proposal Processes:
 - [Master AI to Enhance BD, Capture, & Proposal Processes - Updated to Include the Latest AI Developments \(Live Class\) | OST Global Solutions, Inc.](#)
- Schedule time to discuss your business development needs:
 - <https://calendly.com/ostglobalsolutions/bdconsulting?month=2023-09>
- Upload your capabilities for opportunities in our subcontractor portal:
 - <https://www.ostglobalsolutions.com/teaming-partner-match-portal/>
- We regularly publish updates to major contracts through our newsletter and blog:
 - Blog: <https://www.ostglobalsolutions.com/blog/>
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