

# FED GOV CON Webinar Wednesdays 2019 Series

JSchaus & Assoc.

Washington DC + 1 - 2 0 2 - 3 6 5 - 0 5 9 8





### **About Our Webinars:**

- Every Wednesday;
  - Complimentary;
    - Recorded;
- YouTube & our Website;
  - No Questions

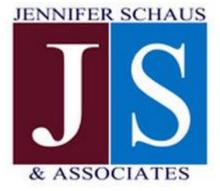




### **About Us:**

## Professional Services for Federal Contractors

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- GSA Sched;
- SBA 8(a);
- Proposal Writing;
- Pricing;
- Contract Administration;
- Business Development
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### **About Our Speaker:**

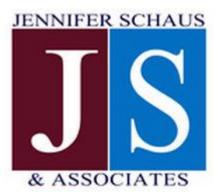
#### Mark Amadeo

#### **Education:**

LL.M. Georgetown University Law Center J.D. University of Wisconsin Law School B.A. Boston College

Company Name: Amadeo Law Firm, PLLC

# of Years Federal Gov Con Experience: Practicing Over 20 Years





# **Leveraging Debriefs For Relationship Building**



# Leveraging Debriefs For Relationship Building Basic Rules

- Must be requested in writing
- Within three days of notice
- Must provide certain information to offerors
   Main Goals
- Understand why offer not accepted
- Determine if grounds for protest





#### In Advance

### Request Oral Debrief

- In person
- Over the phone
- Rare opportunity to talk or meet with decisionmakers





#### In Advance

#### **Get Information**

- Summary of agency's rationale
- Summary of technical ratings
- Postaward overall ranking of offerors





#### In Advance

### Be Prepared With Good Questions

- Organize by evaluation factor/consideration
- Evaluation process description
- Strengths and weaknesses
- Meet technical requirements
- Fail to address any solicitation requests
- Past performance rating
- How can proposal be improved





#### In Advance

### Study Materials In Advance

- Proposal
- Solicitation
- Award or Exclusion Notifications





#### **Demeanor and Tone**

- Won't be the agency's last solicitation
- Maintain professionalism
- Don't argue
- Not going to win contract at debriefing





### Who To Bring

- Proposal writer
- Program manager or administrator
- If possible company decision-maker/senior executive





### Who To Bring

#### Counsel

- Generally, no
- Unless pending dispute





Don't Leave Before It's Over

May miss important information

- Franz Rubenbauer Raumatter
  - Two protestors walked out
  - Protest untimely because CO prepared to go over areas of the evaluation they challenged





#### What To Do After Its Over

#### Post-debrief session

- Review notes
- Compare impressions
- Ensure accuracy
- Analyze how to improve proposals
- Seek counsel if considering protest







### **THANK YOU!**

### JSchaus & Assoc.

Washington DC hello@JenniferSchaus.com www.JenniferSchaus.com

+1-202-365-0598

Speaker: Mark A. Amadeo, Esq.

Email: mamadeo@amadeolaw.com

Phone: (202) 640-2090

