



FED GOV CON
Webinar Wednesdays
2019 Series

JSchaus & Assoc.
Washington DC
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About Our Webinars:

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

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& ASSOCIATES



About Us:

Professional Services for Federal Contractors

- GSA Sched;
- SBA 8(a);
- Proposal Writing;
- Pricing;
- Contract Administration;
- Business Development

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& ASSOCIATES



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



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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

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In Advance

Request Oral Debrief

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

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In Advance

Get Information

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

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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

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In Advance

Study Materials In Advance

- Proposal
- Solicitation
- Award or Exclusion Notifications

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Demeanor and Tone

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

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Who To Bring

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

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Who To Bring

Counsel

- Generally, no
- Unless pending dispute

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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

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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!
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