Winning Capture and Proposal Tips for Federal Contractors

Aronson LLC has posted online a complimentary on-demand webinar on the importance of concentrating on winning a federal contract before performing the contract. This is because winning the work is more expensive and time-consuming than ever before.

Presenters are Tom Macinko, principal consultant of Aronson, and Jeff Shen, vice president of Red Team Consulting.

Marcinko states at the beginning of the webinar that the presentation will discuss strategies and tips to help contractors ensure that they are pursuing the correct opportunities and pursuing them well so they are positioned to write a winning proposal.

The agenda includes understanding government evaluation methodologies, researching and influencing methodologies, making effective bid/no-bid decisions, conducting competitive analysis, creating compelling win themes, and assembling a winning team.

Watch the on-demand webinar.