



Seven Steps to

Performance-Based Acquisition: Using a SOO™

Why Should You Attend?

To meet the Office of Management and Budget's (OMB) current mandate that 50% of all federal contracts be performance based by 2005, federal agencies and their industry partners are changing the way they do business. Leading agencies are already implementing performance based approaches on major acquisitions and using the method to support their business cases to OMB. Businesses wanting to be competitive in this new environment need to learn how to position themselves for new opportunities. They also need to learn the specific steps necessary to succeed. The seven steps course provides a roadmap for government and industry to produce results through partnership. Through a combination of lecture, case studies, group exercises and discussion, the class will explore the elements of successful performance based acquisitions.

The course is taught by professionals with many years of experience in developing winning strategies for highly competitive companies. They know the government performance based acquisition process, and provide the added dimension of knowing what that means to industry through direct personal involvement. They have been engaged in the entire acquisition cycle from the early stages of requirements definition, the "bid/no-bid" decision, through successful contract award and even more importantly contract performance in a professional acquisition environment to deliver high quality results.



Who Should Attend?

The course is designed for the entire business proposal and post award acquisition team, from program managers, technical staff, contracts, marketing, sales, to senior leaders and others.

ACQUISITION SOLUTIONS TRAINING INSTITUTE™



in cooperation with H&K Strategic Business Solutions, LLC

Hosted by Holland & Knight, LLP



Participants will learn:

- How the government will form its integrated solutions team, and what that means to industry. Why teaming is so critical to the entire process.
- What approaches the government may use for market research and what factors industry needs to know. How to increase your chances of being invited to market research.
- Who to include in a business market research team for presentations to government. And what you should be prepared to discuss.
- How the government defines its objectives in a performance based environment.
- Elements of a statement of objectives (S.O.O.). How to respond to a S.O.O.
- What approaches your team should take in conducting due diligence.
- How to develop a proposal in a performance based environment.
- How the government may establish the competitive pool.
- The role of metrics and measurement. How incentives and risks are affected in a performance based environment.
- How to negotiate a performance based contract. How to determine effective pricing strategies.
- How to produce results and succeed after contract award.

The course materials will serve as an important reference for students long after the course is completed. They outline the entire performance-based acquisition process and what industry needs to do to succeed in an increasingly competitive environment.