

# ANDANA PROPOSAL PROCESS



**Win the work that  
you want.**

## What we focus on that makes a difference:

- » **Custom Services.** We customize every project by offering tailored services such as market research, personalized templates and graphics, and comprehensive reviews of the highest quality.
- » **Document Management.** We handle the formatting, organization, and accuracy of your documents, ensuring they are professional and well-structured. From policy documents to reports, our expert editing services enhance the quality, clarity, and presentation of your content.
- » **Attention to detail.** We ensure the correct information is successfully displayed and addressed, including the clients' "hot buttons" and needs, evaluation criteria, and team assets and unique capabilities.
- » **Strategic Kick-off.** Kick-off teaming strategy calls are set as soon as the RFP surfaces to discuss the best way to represent the team, teaming partners, projects, and personnel.
- » **Industry Knowledge.** Our team is always learning and makes sure to be the most up-to-date on all industry trends.
- » **Quality reviews are key.** Our team has a winning process with 2-3 drafts for every proposal. Andana also holds a review meeting with the team after each draft. Details following on the next page.

# PROPOSAL DEVELOPMENT

1

## KICK-OFF / STRATEGY SESSION

Based on the compliance matrix created by Andana, the kick-off meeting establishes the foundation for the project. We can combine the kick-off with a strategy session to highlight the team and client relationship, clients' needs and key concerns, the assets the team brings, and how we can emphasize them. We also discuss personnel, subcontractors, projects, the proposal development schedule, and production/delivery plans. The kick-off assigns writers to each section and sets the proposal schedule. Clients can provide GoBys of prior submissions for reference.

2

## PINK TEAM DRAFT

Andana prepares the first draft, which includes custom templates/formatting, an organization chart, personnel, projects, and a draft narrative based on inputs from the client team and the kick-off meeting. We then hold a review meeting to gather feedback from the team and ensure the document is progressing in the right direction.

3

## RED TEAM DRAFT

Andana receives new content and edits from the team or drafts new content. The team finalizes personnel (including subcontractor information), projects, and technical narratives. Andana creates or updates graphics. We hold another review meeting to gather feedback on win themes, structure, and content. Andana conducts internal QC, readability, and compliance reviews.

4

## GOLD TEAM DRAFT

Andana issues a "final" draft, incorporating updates from the writers based on Red Team inputs. Andana performs a quality review of the full document, checking against the solicitation, amendments, and kick-off notes. We then hold a final review meeting to review the final draft. After Gold Team review, Andana incorporates all final edits and issues the white glove draft.

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## WHITE GLOVE DRAFT

The White Glove draft is the final, camera-ready version. Andana issues the draft and holds a virtual page-turn with the client. If any issues are identified, Andana provides change pages. Once the draft is approved, Andana prepares it for submission.

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## PRODUCTION & DELIVERY

Andana creates proposal collateral (PDFs, CDs, or printed materials) for submission per solicitation requirements. Andana offers a variety of production and submission services, including emailing, uploading, printing, binding, shipping, delivering, and courier services.



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