

A FEW OF MANY Selected Terms and Acronyms

A-E	Architect-Engineer	
BAA	Broad Agency Announcement	A notice from the government that requests scientific or research proposals from private firms concerning certain areas of interest to the government. The proposals submitted by the private firms may lead to contracts.
BAFO	Best and Final Offer	
B&P	Bid and Proposal	
BLS	Bureau of Labor Statistics	An organization in the U.S. Department of Labor.
Blue Team Review		The proposal manager and volume leaders assess the overall status of the technical and management proposals to determine the major deficiencies, define additional skills/resources, establish priorities for readying the proposal for the Red Team Review.
BOA	Basic Ordering Agreement	A general outline of the supplies or services to be provided by the contractor.
Book Boss		Person designated to lead the writing effort on one of the volumes of the proposal.
BPA	Blanket Purchase Agreement	An agreement between the government and a vendor. The agreement gives the government the option to purchase goods or services from the vendor when needed on an on-call basis.
CAD	Computer-Aided Design	
CBD	Commerce Business Daily	Replaced by FedBizOps as the source and clearinghouse for federal contracts
Central Contractor Registration	To do business with Department of Defense, must register at this site.	http://www.ccr.gov/handbook.cfm
CFO	Chief Financial Officer	
CFR	Code of Federal Regulations	A collection of publications that contains regulations for all Federal Agencies.
CM	Configuration Management	
COB	Close Of Business	
Compliance Matrix		Table that provides the locations of RFP-required data within the proposal.
CO	Contracting Officer	
Cost Volume		Volume of the proposal that contains pricing data.
CPAF	Cost Plus Award Fee	
CPFF	Cost Plus Fixed Fee	

DCAA	Defense Contract Audit Agency	
DCAS	Defense Contract Administration Agency	
Defense Acquisition University (DAU) Acronyms & Terms	Most acronyms, abbreviations, and terms commonly used in the weapon systems acquisition process within DoD	http://www.dau.mil/pubs/glossary/glossary.pdf
DFAR	Defense Federal Acquisition Regulations	Procurement regulations used by organizations in the Department of Defense. Also called Defense Acquisition Regulations (DAR).
DoD	Department of Defense	
DOE	Department of Energy	
EDI	Electronic Data (or Document) Interchange	Electronic exchange of information, paperless office.
FAR	Federal Acquisition Regulation	
FC	Fixed Cost	
FedBizOps	Federal Business Opportunities	Federal Business Opportunities. Designated as singlesource for federal government procurement opportunities that exceed \$25,000. http://www.fedbizopps.gov/ Replaced Commerce Business Dailey
FFP	Firm Fixed Price	A type of contract under which the government agrees to purchase goods or services at a set price
FFRDC	Federally Funded Research & Development Center	A facility funded by the government that conducts research and development work. The facility is operated by a university or a related non-profit organization.
FIRMR	Federal Information Management Resources Regulation	Government-wide regulations that govern the purchase of computer goods and services.
FOIA	Freedom of Information Act	
FSC	Federal Supply Classification	A code number used by the government to identify various items of equipment, which are purchased by the government.
FSN	Federal Stock Number	A code number used to identify documents sold by the U.S. Government Printing Office, Superintendent of Documents.
FY	Fiscal Year	
G&A	General & Administrative	
GAO	General Accounting Office	
GOCO	Government-Owned, Contractor Operated	
Gold Team Review		Senior managers review win strategies,

		storyboards, and technical and management issues to ensure the proposal is on track and approve a bid decision.
Green Review		The proposal manager meets in closed session with the contracts representative and management to determine cost and pricing strategy.
GSA	General Services Administration	
HQ	Headquarters	
IFB	Invitation for Bid	A solicitation issued by the government to prospective bidders. An IFB describes what the government requires and how the offerors will be evaluated. Award is based on the lowest bid. Negotiations are not conducted.
Letter of Transmittal		Letter signed by a corporate officer summarizing willingness and ability to perform the work detailed in the proposal.
Management Volume		Volume of the proposal that concerns how the project will be managed.
M&O Contractor	Management and Operations Contractor	
NAICS	North American Industry Classification System	A code number used by the government to classify goods or services by their principal purpose. Used to be SIC codes.
OSDBU	Office of Small and Disadvantaged Business Utilization	
PM	Project Manager	
PO	Purchase Order	
POC	Point of Contact	
QAP	Quality Assurance Plan	
R&D	Research and Development	
Red Team Review		From the perspective of the targeted client, senior managers and technical leaders evaluate the nearly complete proposal for compliance with the RFP, completeness, responsiveness, comprehensibility, and quality.
Reps & Certs	Representations and Certifications	Material included in the proposal related directly to the formal contract and usually included in the cost proposal volume
RFP	Request for Proposal	Document the Government uses to request proposals on the qualifications and costs to perform a contract.
RFQ	Request for Quotation	A request for market information by the government, used for planning purposes.

SBSA	Small Business Set Aside	A solicitation restricted to competition completed only among small businesses.
SDB	Small And Disadvantaged Business	A small business that is owned and operated by a socially or economically disadvantaged individual.
SIC	Standard Industrial Classification	A code number used by the government to classify goods or services by their principal purpose. Replaced by NAICS codes.
SOL	Solicitation	A document that describes the specifications of what the government requires. A solicitation is usually an IFB or a RFP.
SOW	Statement of Work; Scope of Work	A description of the government's requirements for purchasing a good or service.
Storyboards		A brief summary of the contents of each numbered subsection, along with rough sketches of the supporting artwork, prepared before actual writing begins.
T&M	Time and materials	Contract in which client is billed for the time the contractor spends on the effort and for any materials essential to complete the work.
Technical. Volume		Volume of the proposal that contains the bidder's understanding of the work to be performed and approach to performing the work.
Unallowables		Expenditures that are not included as an expense of doing business with the government
Win Strategy		Issues and themes adopted to emphasize to convince the potential client that it is the best company to perform the contract.

Suggested Reading and Web Sites

Selection From Extensive References and Web Sites

Note: The proposal process is evolving very rapidly and is not entirely documented as the government and other organizations implement security measures that make it possible to accept proposals electronically and at secured web sites.

This list provides a cross selection from the many works written by proposal professionals and includes a text book, practical guide, reference, and what one of the authors calls, "...a new relaxed approach to writing a proposal...the spirit of Zen." jmh

DiGiacomo, John & James Kleckner, James (2000), **Win Government Contracts for Your Small Business**, CCH, Inc., Chicago, IL

Frey, Robert S. (1997), **Successful Proposal Strategies for Small Businesses**, Artech House, Inc.

Kantin, Bob (2001), **Sales Proposals Kit for Dummies (with CD-ROM)**, Hungry Man Minds, NY, NY.

Newman, Larry (2001), **Proposal Guide for Business Development Professionals**, Shipley Associates.

Pfeiffer, William & Charles Keller, Jr. (2000), **Proposal Writing: The Art of Friendly and Winning Persuasion**, First Edition, Prentice Hall, N.Y., N.Y.

Reeds, Kitta (2002), **The Zen of Proposal Writing: An Expert's Stress Free Path to Winning Proposals**, Three Rivers Press, NY, NY.

Sant, Tom (1992), **Persuasive Business Proposals: Writing to Win Customers, Clients, and Contracts**, Amer. Mgmt. Assoc., NY, NY.

Web Sites

1. **Association of Proposal Management Professionals**,

<http://www.apmp.org/home.html>

2. **Federal Business Opportunities (FedbizOpps)** , <http://www2.eps.gov/>

Issued by the U.S. Government Printing Office (GPO), and published on the Web by Community of Science, FedBizOpps (FBO) lists notices of proposed government procurement actions, contract awards, sales of government property, and other procurement information over \$25,000 - all updated daily.

3. **Common Abbreviations in FedBizOpps/Commerce Business Daily**,

<http://cbd.cos.com/docs/abbreviations.shtml>

4. **Government Services Administration**, www.gsa.gov.

GSA's Federal Supply Schedules... are contracts that allow federal customers to acquire ...services ...directly from more than 8,600 commercial suppliers [and]... cover a vast array of commercial items [including] services ranging from accounting to graphic design to landscaping. Customers can order services and products using the GSA Advantage! online ordering system at

http://www.gsa.gov/Portal/content/offerings_content.jsp?contentOID=116434&contentType=1004