



HOW TO COMPETITIVELY RESPOND TO A SOURCES SOUGHT AND INFLUENCE THE ACQUISITION

DATE:

Wednesday,
March 27, 2019
11:30 AM – 1:00 PM

LOCATION:

Greater Birmingham
PTAC, Innovation
Depot, 1500 1st Ave N,
Room C-109,
Birmingham, AL 35203

FEE: No fee

DETAILS:

Bring your own lunch

Ten years ago, the government did not utilize Sources Sought as a primary acquisition tool. In fact, only about 1% of opportunities were sources sought. Jump forward to 2018 and between 8% – 10% of opportunities in FBO are sources sought. This shift validates that the government is more focused on achieving the right balance regarding acquisition strategy, which is good news for government contractors.

Most companies respond to a sources sought by only answering the given questions and providing the information requested by the government.

There are several key strategies for responding to a sources sought. The first is creating a standardized response format with a cover page, corporate overview, and capability statement. The second is recognizing that you should utilize a sources sought to “influence the acquisition.” You influence the acquisition by making recommendations and “ghosting” your strengths and the weaknesses of the competition.

This webinar course will be heavy on examples to maximize your understanding of the various techniques and strategies for responding to a sources sought to influence the acquisition.

Seating is limited! [Click Here to Register Online.](#)
Please contact Pamela Harris for more information:
205-918-8836 or pamela.harris@ua.edu.

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Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.