



## MASTER LIST OF DOCUMENTS

Form # 049  
Rev. # 083004

Reviewed By: Robert Cooper \_\_\_\_\_  
Approved By: Gregory Freeland \_\_\_\_\_

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# The Blue Team Review

The Blue Team includes technical personnel who are familiar with the technology referenced in the proposal. Their primary job is to make sure that we have taken the correct approach.

Blue Team reviewers should be people who have had NO involvement with the proposal up to this point and yet are technically competent in the areas it deals with. They should have no preconceived biases, understand the client, and have a full understanding of the Theme and ISSUES.

The draft copy the Blue Team receives should be as clean and complete as possible. As much artwork as possible should be included, even if it's still in its early stages. If tables or appendices with supporting data are planned, those should be included, too. And there should be "placeholders" for all missing material, so that it's clear to the reviewer that the authors know something is missing. Although the planned format may be shown for a few pages, it's OK if the Blue Team draft looks "rough."

The Blue Team reviewers should read the proposal from beginning to end and compare it to the guidelines. In addition to checking out the technical accuracy and validity of the proposal, the reviewers should also make sure that:

- The proposal responds to everything in the RFP
- The RGII message is clear
- The writing is readable and grammatically correct
- The writing style should be appropriate for the assumed reader
- Benefits should show through and be supported by things like experience, background, expertise, and qualifications.
- Artwork illustrates the ideas and makes sense.

The most important thing to keep in mind is that reviewer mark-ups should provide guidance to the proposal team. Comments like "Wrong!" and "No" written in the margin are useless. If something is wrong, the reviewer should make it right or, at the very least, provide directions for the writers so they can find a solution.

After the review, the Proposal Manager collates the comments and checks them against the RFP checklist to be sure they don't conflict. He or she then distributes these comments back to the writers.