



[Insert Address]

Dear [Name]:

This is in follow up to our telephone conversation of [insert date]. Thank you for agreeing to participate in an important initiative to assist the [agency] in performing market research related to the [general description of requirement]. Your company has been asked to participate because of your reputation and past performance record as one of the leaders and top performers in the Federal marketplace in providing [describe product or service]. I would like to personally thank you for agreeing to take part in this effort.

A central tenet of acquisition reform is to significantly improve the quality of market research. One of the main benefits of solid market research is to materially improve the Government's understanding of the current state of the marketplace, including commercial/Government best practices, industry capabilities, innovative delivery approaches, commercial market service levels, performance strategies and measures. For this upcoming requirement, a special emphasis of the market research is being placed on performance metrics and measurements, innovative delivery methods for the required services, and incentive programs that your firm may have found particularly effective. We are also interested in identifying performance criteria that differentiates between and among high quality firms in this field. We believe this information will dramatically improve the quality of the forthcoming acquisition, inclusive of the solicitation and resulting contract.

A joint meeting, with representatives from [agency], Acquisition Solutions, and your company has been scheduled at [where and when]. Given the operations focus of the market research being conducted, we request that your team be comprised primarily of program management and operations personnel. Of course, business development and sales personnel are welcome at your discretion. However, we do request that the majority of the team attending have operational expertise. We encourage you to bring any samples or examples of best practices and performance metrics and measurements that you feel would be pertinent to the project. To assist you in preparing for this market research session, I am attaching an overview of the upcoming requirement.

I do want to emphasize that these market research sessions are not competitions. The information obtained from the sessions will be used to improve the Government's knowledge of private industry's capabilities. No evaluation of participating contractors will occur and your participation in the sessions is not a promise of future business with [agency]. No contract will be awarded from these meetings. It is our intent that formal competitive packages will be developed using information gathered from these market research sessions. The Government will evaluate proposals and award any contractual documents in accordance with Federal Acquisition Regulation processes and procedures.

Again, I appreciate your cooperation and look forward to a meaningful and very productive session. If you have any questions regarding the meeting, please contact me at [insert].

Sincerely,

[Name]

Attachments (2)

- (1) General Information about Upcoming Requirement
- (2) Draft Agenda for Meeting

**ATTACHMENT 1**

[Insert general information about upcoming requirement]

## **ATTACHMENT 2**

### **Draft Agenda for Meeting**

**[Note: Tailor as Needed]**

Total estimated time for meeting: 3 to 4 hours

- 30 Min: Introduction by agency/ASI
- 30 Min: Corporate capabilities in Computer Outsourcing
- 60 Min: Best Practices – Success Stories – Commercial and Government
- Break
- 60 Min: Performance Metrics – Commercial Service Level Agreements, Performance statements of work. Discussion, samples and examples
- 45 Min: Performance and Incentive Plans – Commercial, Government – Discussion, Samples and Examples.