

SOLUTIONS FOR A HIGHLY COMPETITIVE WORLD



Principles of Winning





Some Of The Basics

- Take nothing for granted
- Have a proposal plan, follow it, and implement a proven process
- Fully integrate all necessary skills
- Look before you leap
- Emphasize program and management planning
- Don't try to edit quality in



Write To Win, Not To Lose

- Respond to RFP
- Follow RFP outline
- Satisfy all readers and scorers
- Write for all levels
- Substantiate all claims
- Be consistent volume-to-volume
- Project a professional image
- Offer the buyer what he wants



Make Facts The Foundation

- What — Baselines, features
- How — IMP, program plans
- When — IMS, schedules
- Who — IPT, organization
- Where — Facility plan
- Why — Benefits
- Substantiation — Trades, past performance



A Proposal Is Not A Report

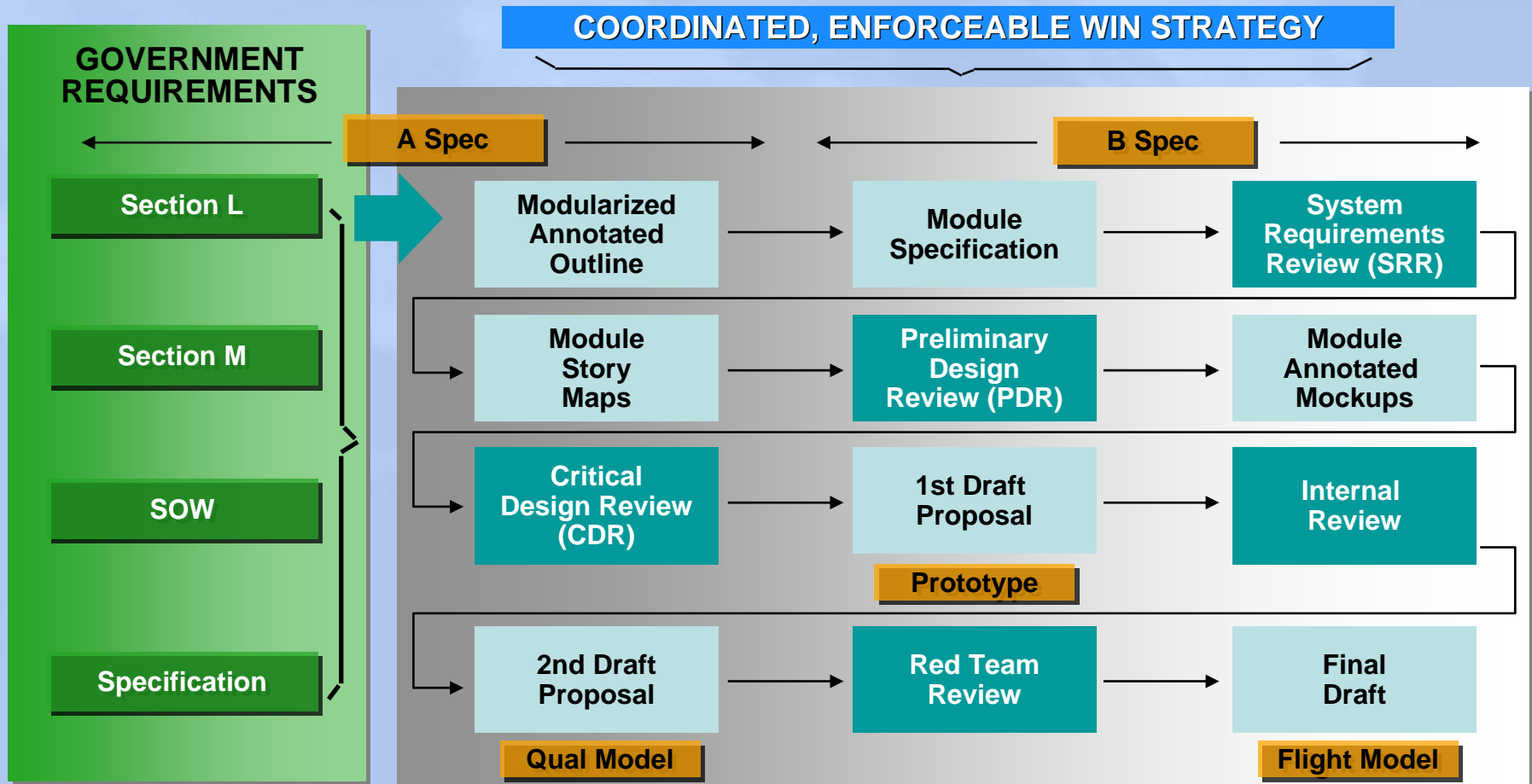
- Report: Inform/educate
- Proposal: Win contract

- Report: Emphasis on results & methods
- Proposal: Emphasis on features & benefits

- Report: Data validates results
- Proposal: Data substantiates features/benefits

- Report: Convince reader of validity of results
- Proposal: Convince evaluator of value of offer

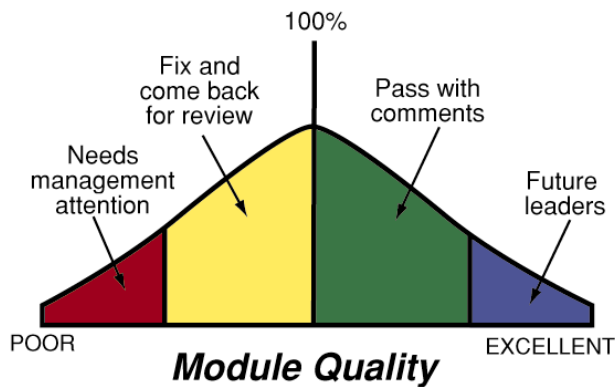
To Build It, You Must First Design It



Minimizes Breakage

Continuous Improvement Is The Goal Of The Review Cycle

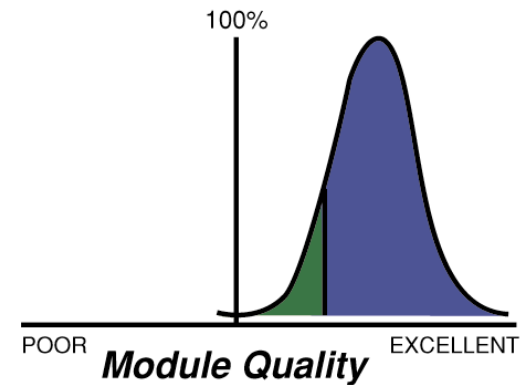
FIRST STORY CONFERENCE



ITERATIVE REVIEWS FOR

- RFP compliance
- Articulation of strategy
- Claims substantiated with evidence
- Benefits for all features
- Data rich and informative graphics
- Persuasive prose
- Consistency with other modules

LAST STORY CONFERENCE





Continuous Product Improvement Requires Awareness Of Status

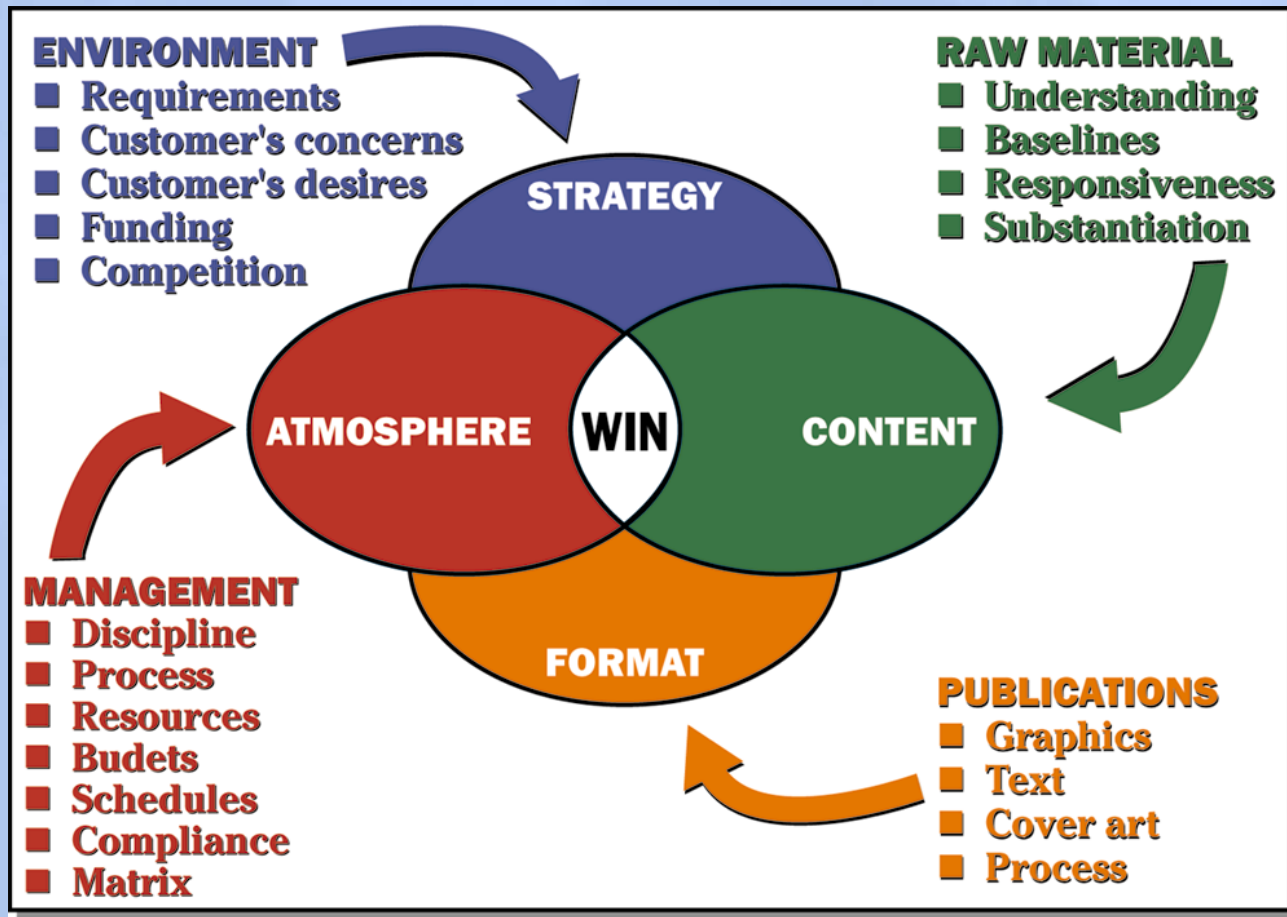
- Knowledge essential to proper allocation of resources
- Status meetings
 - twice weekly during planning phase
 - daily after RFP
- Cover all aspects of proposal
- Surface problems, identify issues, assign action
ONLY
- Follow up



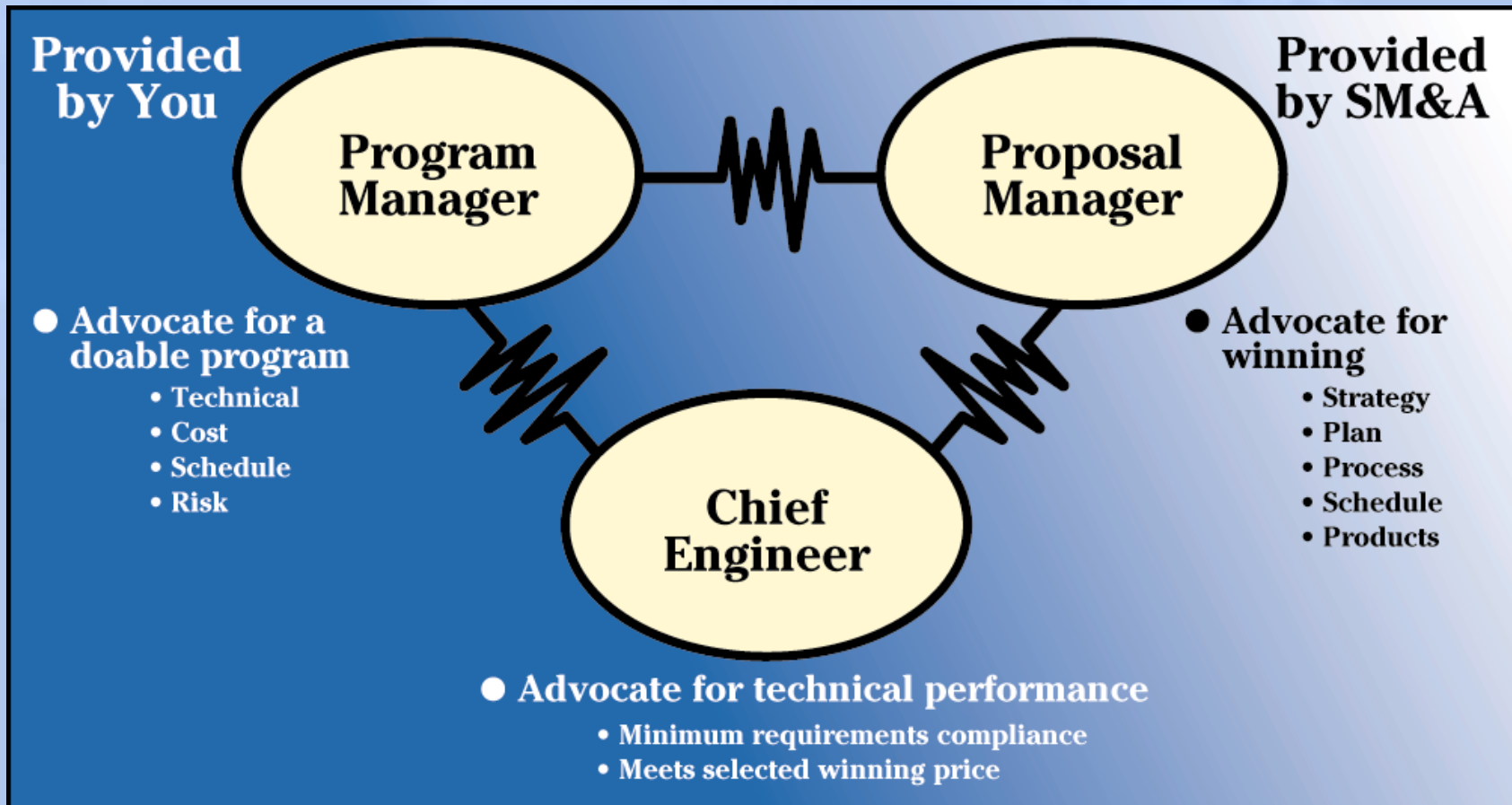
Management Practices Often At Root Of Losing Proposals

- Leaders wear too many hats
- Leaders fail to develop and implement an enforceable win strategy
- Leaders fail to recognize importance of baselines
- Leaders fail to define and manage to proven proposal preparation process
- Leaders fail to review content as proposal develops
- Leaders unaware of proposal status

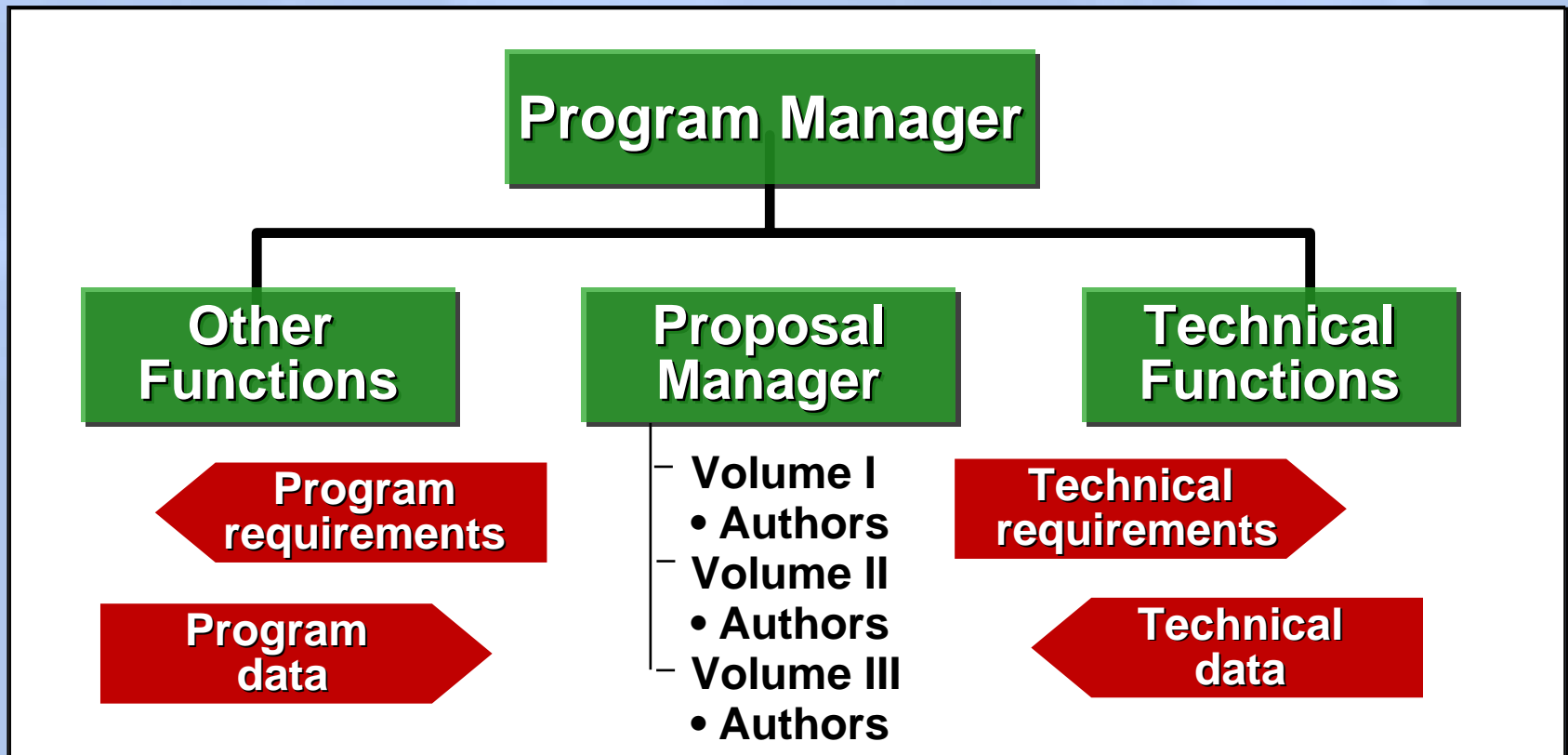
Winning Effort Requires Integration Of Diverse Factors



Dynamic Tension Contributes To Proposal Excellence



Organizational Relationships Critical to Successful Proposal Effort





Proposal Planning Is Essential

- Plan must recognize all proposal products
- Plan must be realistic in terms of available time and resources
- Plan must reflect essential attributes of successful proposal effort
- Plan must be managed and tracked to ensure schedule compliance



RFP Compliance Not Enough— Successful Proposal Has Five Other Essential Attributes

- Early and on-going strategy development
- System engineering to define valid baselines
- Long-term program planning
- Pricing strategy creating the best deal
- Proposal architecture to make evaluation easy



Successful Proposals Start with Right Win Strategy

- Strategy must be enforceable
- Strategy must go to heart of customer's central issues
- Strategy must consider competition's strengths, weaknesses, and possible actions
- Strategy must be documented, shared with team, and reflected in proposal
- Strategy should be updated periodically as new insights emerge



Good Proposal Mechanics Aid Writers And Evaluators

- Use modular approach for easier development, review, revision, and assembly
- Design proposal around realistic page allocations and enforce page-count discipline
- Require volume leaders approve all art before production
- Have authors make dummy for review drafts and final
- Limit end game effort to fix-it squad



Don't Be Your Own Worst Enemy

- Know the competition
- Respect the competition
- Forget the competition
- Except, of course, when developing your win strategy