

Because Every Proposal You Submit is a Must Win!

In today's highly competitive market, every proposal you write is a "Must Win."

That's why it is more important than ever to ensure your proposal clearly communicates your compliance to the RFP instructions and requirements, is responsive to both stated and unstated customer wants and needs, and the benefits the customer receives by selecting your company.

The benefits your company derives from using our Proposal Management services include:

- Lower proposal costs
- Effective proposal reviews that add value to the proposal
- Improved customer focus of proposal
- Strong, experienced leadership that keeps team focused on developing a winning proposal

Can you afford not to put your company in its best position to win?

Proposal Management

Every submitted proposal becomes your company's spokesperson – arguing the case with the customer for why they should choose you. Described by some as the exclamation point at the end of the capture sentence, *the best description for a proposal is as the single most important sales tool you have at the end of the sales cycle*. Only the information contained in your proposal is evaluated, and that evaluation determines which competitor wins.



Entrusting development of this most important document to experienced, trained professionals with a proven record of demonstrating the skills, knowledge, and leadership needed to deliver these critical documents in a

timely, cost-effective manner improves your Probability of Win (Pwin).

From pre-Request for Proposal (RFP) planning through submission, the discussions phase, Final Proposal Revision (FPR), and post-award debrief, our professional managers lead your entire team through the cycle using proven best practice processes to ensure a clear, concise, and credible proposal is delivered that puts your company in is best position to win. Our proposal management support includes:

- Developing all pre-proposal & proposal plans and coordinating with capture manager to ensure transition from capture to proposal phase
- Developing proposal strategies and win themes, and ensuring their integration throughout the proposal's sections and volumes
- Analyzing RFP & all amendments to create/adapt proposal outline and compliance and/or cross-reference matrices
- Preparing & leading all proposal meetings (kick-off, stand-ups, etc.)
- Developing annotated proposal outlines prior to beginning the writing process
- Directing the proposal writing and integration of proposal sections
- Communicating all proposal schedules, plans, milestones, & status
- Ensuring subcontractor & supplier integration into proposal team & schedule adherence
- Developing color team/proposal review plans & action planning to address their findings
- Providing a proposal "lessons learned" summary at proposal completion

Let us show you how effectively our professional proposal managers can lead your next proposal.