

SKIENTERPRISES INC.



Deliver
Execute
Plan

**Proposal Development Process
Increasing Your Proposal Win %**

SKIENTERPRISES INC.

Why Proposals Do Not Win

- **Poor Communication**
- **Poor Processes**
- **Ineffective Proposal Team**
- **Unsupportive Proposal Sponsors**

Poor Communication Symptoms

- **Be Non Responsive to RFP Requirements**
 - Fail to follow instructions
 - Fail to meet requirements
- **Make It Difficult on Evaluation Team**
 - Fail to make it easy to find content
 - Fail to be consistent
 - Fail to write clearly and succinctly
- **Do Not Prove Claims**
 - Fail to support claims with facts
 - Fail to provide quantitative data
- **Do Not Differentiate**
 - Fail to provide specific information
 - Fail to show confidence
 - Fail to answer the “so what” question

Poor Processes Symptoms

- **Proposal Solution is Not Created Nor Communicated**
 - No focal point for team members to tie back to
 - “Place holders’ throughout proposal
- **Proposal Team Members Are Not Focused**
 - “Extra work” to regular, full-time job
 - Minimal guidance
 - Error prone due to last minute rewrites
- **Proposal Graphics Are Afterthoughts**
 - Graphics are not consistently presented
 - Graphics do not add value, but rather are used to break up text
- **Proposal Content is Not Consistent**
 - Inadequate subject matter experience
 - “Cut and Paste” from other proposals
 - Significant rewrites needed for continuity
 - Not reader friendly

Ineffective Proposal Team Symptoms

■ **Poor Proposal Management**

- Does not focus on priorities effectively
- Does not have authority to make decisions quickly
- Does not listen to customer's requirements
- Does not “own” proposal

■ **Poor Proposal Team Member Participation**

- Proposal participation not owned by Proposal Manager
- Not onsite
- Not knowledgeable in solution
- Proposal process (schedule, reviews, etc.) not followed
- “Cut and paste” from other proposals

Unsupported Proposal Sponsor Symptoms

- **Poor Company Leadership**

- Corporate approval process takes too much time
- Business development costs estimated too low
- Attention to proposal provided at last minute
- No delegation of decision making

Traditional Processes Results

- **High Proposal Loss Ratio**
- **High Business Development Costs**
 - Many Proposal Graphics Not Used
 - Much Time Spent on Rewriting Sections
- **High Resource Damage**
 - Talent Burnout
 - No Desire To Do Another Proposal

And If You're Lucky Enough To Win.....

- **High Delivery Costs (Due to Inconsistent and “Last Minute” Response)**
 - Higher number of client scope issues
 - Higher number of project resource issues
 - Lower client satisfaction
 - Lower project profitability

Skienterprises Can Help You...

- **Create RFP Outline and Proposal Development Work Plan/Schedule**
- **Develop Win Strategies**
- **Develop Proposal Development Cost Estimate**
- **Manage Proposal Development Effort**
- **Provide Expert Advice and Experience**
 - Overall Solution (Technical, Functional)
 - Estimates and Work Plan
 - Pricing Strategies
- **Mentor Sales and Proposal Development Teams**
- **Initiate Proposal Development Methodology for Future Proposal Development**
- **Manage Oral Presentation Preparation and Best and Final Offer**