



Beauty and the Beast

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Introduction

**Why do we
need to define
proposal quality**



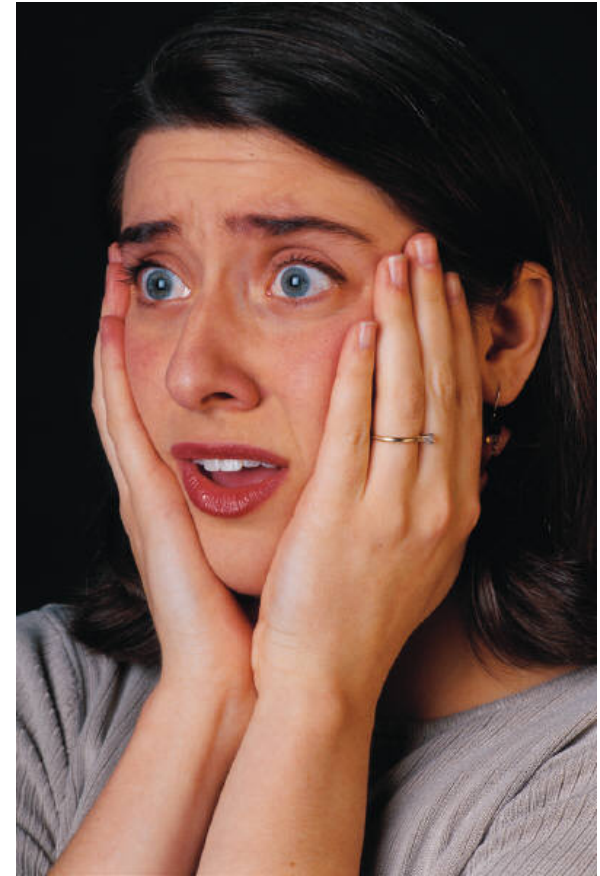
Introduction

**Is the proposal
a beauty
or a beast?**



Introduction

**I don't know
what I want,
but I'll know it
when I see it...**



Defining Proposal Quality

**How should we
define proposal quality?**

Defining Proposal Quality

Anything that wins!



Defining Proposal Quality

Anything that wins



Useless!

Defining Proposal Quality

**How should we
define proposal quality?**

What Do We Need?

A definition of “Proposal Quality” that:

- Can be measured
- Enables progress to be tracked
- That can be validated



Definition

Proposal Quality:

The degree to which a proposal implements all of the things you have determined are necessary for the customer to select you

Impact

Using this definition:

Proposal Quality:

The degree to which a proposal implements all of the things you have determined are necessary for the customer to select you

Forces you to:

- Identify what is necessary for the customer to select you
- Review the proposal against what you have identified as being necessary to win

Value

Using this definition:

- You can measure whether a proposal fulfills the goals you have defined as being necessary to win
- You can track your progress towards fulfilling those goals
- You can validate the quality of your proposal



What Is Necessary To Win?

- Will it score well against the evaluation criteria?
 - Is the outline/organization correct?
 - Is it compliant with all RFP requirements?
 - Does it reflect your win strategies?
 - Are the proposed approaches cost-effective?
 - Do the proposed approaches offer compelling benefits and value to the customer?
 - Do they reflect the best trade-off between price and other factors?
 - Does the pricing reflect the best trade-off between competitiveness and revenue/profit goals?
- Does it reflect your full awareness of the customer?
 - Does it demonstrate the relevance of your previous experience at every opportunity?
 - Are the reasons why the customer should select you clear?
 - Does it discriminate you from the competition?
 - Does it have any typographical errors?
 - Is the pricing data compliant, accurate, and properly structured?
 - Does the pricing account for all costs, direct and indirect?
 - Are all assumptions documented?

Is It A Beauty Or A Beast?

How Do You Validate The Quality Of A Proposal?

- The color team model is obsolete and does not consistently deliver measurable quality
- Instead you must revise your review process to specifically validate each item required to win



Getting It Right From Step 1

Having a definition that forces people to identify what is necessary to win, will in and of itself dramatically improve many proposals.

It's Not Always About YOU

Defining proposal quality provides a standard that can be measured against.

Who cares what you “like”

It's no longer about anyone's opinion

It's about whether it fulfills the criteria



More Information

Learn more about proposal writing and business development at <http://www.captureplanning.com>

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