



# Controlling Noxious Emissions: Getting Proposal Content Right

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*SPAC*

*7 November 08*



**“In God we trust; all others bring data.”**

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**Anonymous**

## The Changing Sales Environment

*"It's not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change."*

*- Charles Darwin*



## A Bull-Shooter???

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- The rancher's daughter spied a rustler.
- The rancher was doddering.

## A Bull-Shooter???

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- The daughter of the doddering rancher spied a rustler.

*OR*

- The rustler was spied by the daughter of the doddering rancher.

## A Bull Shooter???

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- The daughter of the doddering rancher spied a rustler.
- The rustler was in the bull rushes.
- The bull rushes were rustling.
- The rustler was a bull-shooter.

## A Bull-Shooter???

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- The daughter of the doddering rancher spied a rustler, who was a bull-shooter, in the rustling bull rushes.

*OR*

- The daughter of the doddering rancher spied a bull-shooting rustler in the rustling bull rushes.

*OR*

- The rustler, a bull-shooter, was spied in the rustling bull rushes by the daughter of the doddering rancher, while the rustler was playing bluegrass on a banjo, believing he was bemusing the beavers bivouacked on their beaver dams behind the bull rushes.

## Today's Clients

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- **Demanding** - More, better, faster
- **Sophisticated** – Aware of products and costs
- **Skeptical** – Doubtful of sales people and tactics
- **Conditional** – Less loyal
- **Cautious** – Hesitant and careful
- **Judgmental** – Both of sales person and solutions
- **Open** – To new vendors and internet-enabled localities
- **Pressured** – Do more with less
- **More Choices** – Internet searches, virtual solutions

**So What?**

## Buyer – Seller “Gap”: Built-in Tension

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- What is it?
- What causes it?
- Can you avoid it?
- How do you leverage it?



## Your Goal: *Get the O-R-D-E-R*

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- **O:** Opportunity – Define it, scope it, make sure it's real
- **R:** Resources – What resources will be required to work this opportunity – internal and client resources?
- **D:** Decision-making – Understand the decision-making process and people

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- **E:** Exact solution – Provide the client with the exact solution
- **R:** Relationship – Expand or strengthen the relationship with the client

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**“It is not necessary to tell all you know.”**

**Harper Lee, To Kill A Mocking Bird**

## A Few Basic Proposal Principles

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- Solutions have no inherent value unless they solve a problem or meet a need.
- Never guess or assume, ASK!!!!
- Intent matters more than technique.
- During **O-R-D** process, start anywhere, go everywhere
  - Identify and confirm complete list of issues, needs, hot buttons, motivators; make sure it's complete
  - Prioritize this list based on urgency and importance
- Determine why need or issue hasn't been addressed before

## Evidence and Impact, the Basics

Apply a simple formula to uncover what you need to know for the **O-R-D-E-R**.

	EVIDENCE	IMPACT
NOW	C130-J, 8-bladed propellers are chronically out of balance	Propeller shafts wear out 2 to 3 times faster than on the older models
FUTURE	C130-J, 8-bladed propellers are generally balanced	More C130-J aircraft are available for service because of fewer necessary propeller-shaft replacements.

## Evidence and Impact, the Basics

Apply a simple formula to uncover what you need to know for the **O-R-D-E-R**.

	EVIDENCE	IMPACT
NOW	Data processing costs of Medicare Part B claims range in cost from \$1 per claim to nearly \$4 per claim.	HHS is spending far more for Medicare Part B claims processing than it needs to.
FUTURE	The range of data processing costs for Medicare Part B claims is between \$1 to \$2 per claim.	More money is freed up for Medicare Part B claims, possibly used to expedite provider payments or increase coverage.

## Let's Try It

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- What does the customer care about?
- “Uploading and downloading SharePoint files takes too long.”
- What does the customer REALLY care about?
- The customer has made a significant commitment to working virtually, using SharePoint, thus saving travel time and money. The system better work!

## Let's Try It...

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- How will we know if the SharePoint system is working?
- Proposal-related travel costs will go down (near term)
- We will win more proposals because more time will be freed up to work on them (long term).

## Review of ORDER?

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- Identify issues, needs, hot buttons, and motivators
- Prioritize the list
- Make sure you have them all
- Ask questions around evidence **and** impact – now and future
- Find out about resources
- Who makes decisions? How? When?
- Why now?
- Summarized with client
- Formulate a solution based on O-R-D

# The Changing Proposal Environment

Like sales people, proposal professionals need to move from presenting features and benefits toward building customer relationships.





# Thank You!

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***SPAC***

***07 November 08***