



The Winning Proposal



Crafting the Executive Summary

The Executive Summary is right up there with your Financials section as the most important element of your proposal – you’ve simply got to get this right. If you don’t get the Exec Summary sorted it’s very likely that your proposal will fail. Following your brief we create (or re-work) the Executive Summary with you. A professional Executive Summary additionally helps serve as a “yardstick” which is then applied to the rest of your proposal documentation to drive consistency and re-state key benefits.

Today’s Purchasers

Even as recently as ten years ago you could be assured that the many, many hours spent putting together the very best bid you could would have been rewarded by your prospect’s reviewers at least taking the time to read the document pretty thoroughly.

You can’t anymore!

The modern brain has so much to distract it, and since the advent of the smartphone era we are obligated to get our messages across really quickly, ideally at a single glance.

You Get Just One Chance

Just think about how you operate yourself. If you don’t “get” a new idea straightaway then aren’t you very likely to move on to something more interesting and rewarding?

In your intended readers’ case this might be your competitor’s bid.

Your Executive Summary is probably the only part of the proposal that you can reasonably expect your readers to look at. And even that is by no means guaranteed!

You only have one chance to make a first impression and your Executive Summary represents that solitary chance. So grab it with both hands!





The sales proposals and presentations that they developed with us were outstanding. The underlying messages were simple and crisp, appealing directly to our targeted audiences. Their role in delivering key sales wins in London and in the South West was absolutely invaluable.

Chief Commercial Strategy and Marketing Officer, DoctorLink



Our Winning Formula

We have a tried-and-tested formula for Executive Summary construction that we deploy to speedily capture the hearts and minds of your prospects.

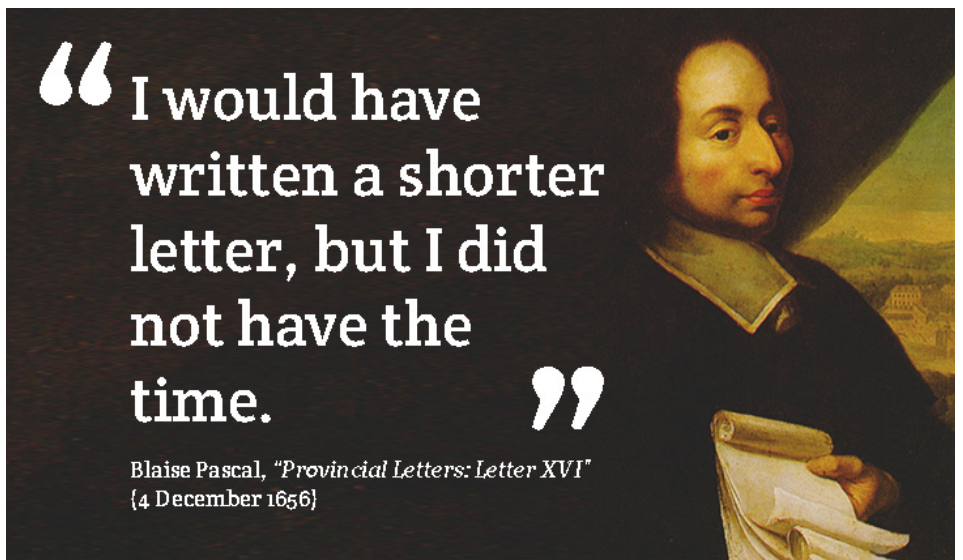
A cornerstone of our formula is being succinct – you really have to pack your punches.

It is actually easier to write reams of waffle than craft a high impact Exec Summary, which is why so many of them are so bad!

Blaise Pascal recognised this in 1656 when he wrote: “If I had more time, I would have written a shorter letter”.

How we do it

We start by requesting that you be prepared to invest a little more time than you might previously have invested in preparation to get your Executive Summary spot on.



In our facilitated Executive Summary workshop we guide you and your bid team to assess the most appropriate messages for your intended audience and how to deliver them in the zestiest way possible.

We can start this process by reviewing your proposed draft Executive Summary and / or taking a look at Executive Summaries from your most recent proposals. Time and time again, though, we deliver



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the best results when we move away from any entrenched notions or draft wording and start over as a group, collaboratively building a new Executive Summary from the ground up.

As a consequence of our Executive Summary workshop you are better able to immediately grab the attention of your audiences and maintain it through the proposal, over and over.

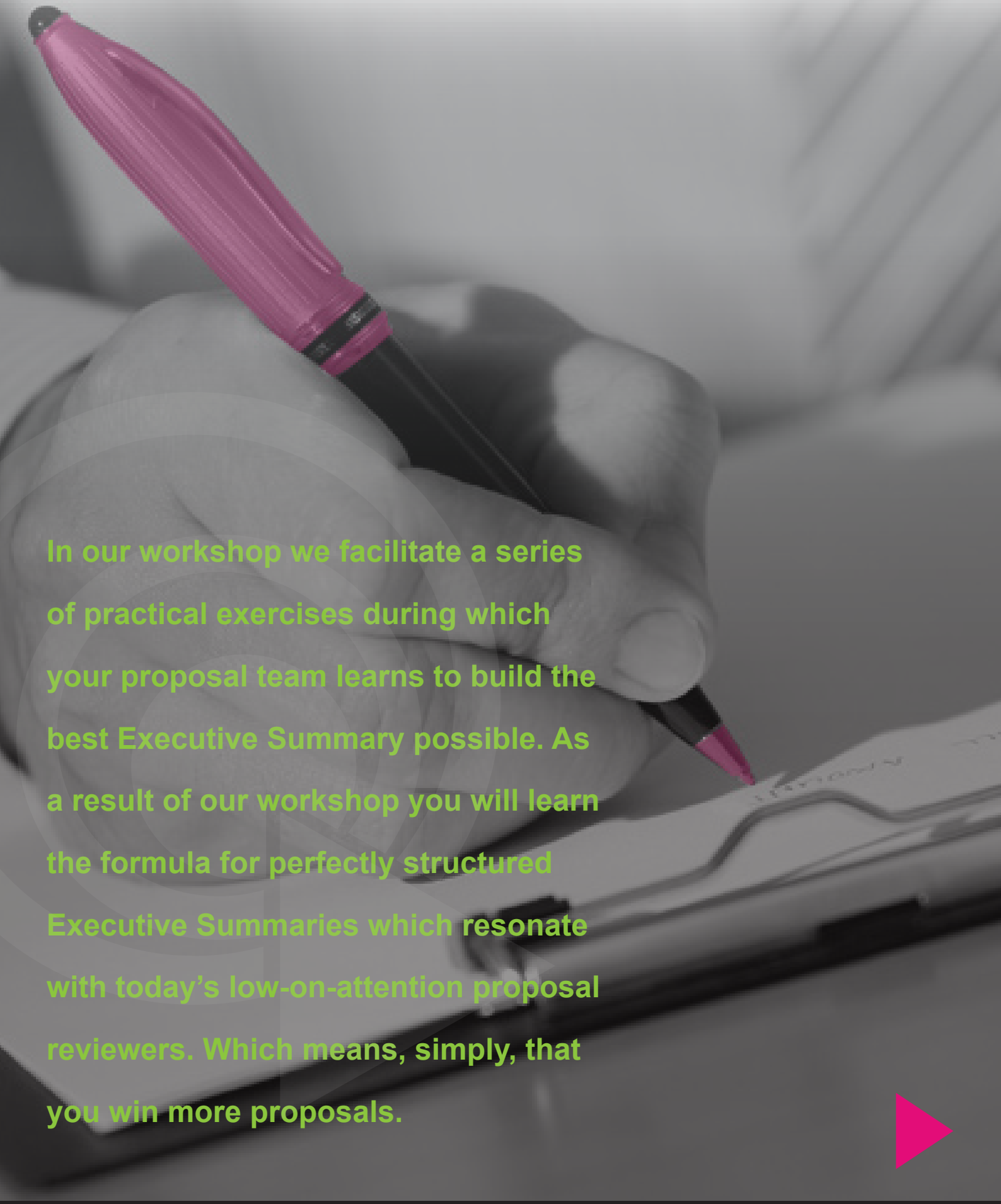


“ We sought a strategic business partner able to quickly understand our needs for development and to help define our top level plan for future success ... throughout Duncan [the Winning Proposal] impressed us with his thoughtfulness, professionalism and dedication.


Group Marketing Director, benenden group


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In our workshop we facilitate a series of practical exercises during which your proposal team learns to build the best Executive Summary possible. As a result of our workshop you will learn the formula for perfectly structured Executive Summaries which resonate with today's low-on-attention proposal reviewers. Which means, simply, that you win more proposals.

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