



# Proposal Review Service

Honestly, how good are your proposals ... and how can you know for certain where your proposals sit on the excellence spectrum? Even when you have had detailed feedback from earlier bid attempts, have you learned enough to catapult future bids to the level at which they need to be? Leverage our objectivity, experience and diagnostic tools to identify and eliminate proposal weaknesses whilst harnessing your existing bidding strengths.

How good are your proposals?

Would you say seven out of 10? Seven and a half? Higher or lower?

**Your internal assessment does matter, but not as much as the scores accorded by your customers and prospects.**

We always encourage Bid Teams to get as much feedback as possible from the prospect at the end of the bid cycle when you have lost a bid.

**It's also best practice to seek feedback when you have actually won.**

**However, even where you are able to solicit feedback it can often be both shallow and noncommittal, meaning that there is very little that you can use to build a practical, comprehensive action plan to get better next time.**

Enter The Winning Proposal ....





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*



### External Expertise

The Winning Proposal team brings objectivity and experience to assessing your bids, allowing us to rigorously assess the quality of your current and past tender documents.

There is no reason for us to hold back! And being rather direct and somewhat blunt leads to the best and fastest improvements in your proposals.

**Think of us as your bid doctor. We'll help you identify what is wrong with your proposals and then prescribe the most effective solutions to make them better.**

Over the years we have learned that the needs of the companies that we work with fall into one of three categories:

- The bid team needs to get a **speedy external perspective** on the quality of a recent proposal to spot weaknesses for corrective "quick fixes" next time round
- Win rates are not as high as the business needs them to be and an **objective "deep dive"** is required, led by outside experts dedicated to excellence in proposal development

- Again, a full "deep dive" and recommendations report is required, but there is an additional desire to **compare the quality of their bids against those of their industry peers and competitors**

It is on the basis of these requirements that we offer two Proposal Review services to proposal development teams:

1. Mini Healthcheck
2. Full Healthcheck

(In addition we have our related Benchmarking Service which includes comparisons of your proposals compared to those of others in your sector, where such data is available – see separate brochure).

### 1. Mini Healthcheck

If you need a handful of top-level pointers to guide you to the key changes to your proposals that will have the biggest bang for your buck then The Winning Proposal's Mini Healthcheck service is your logical start point.

**And we offer the Mini Healthcheck service to new clients without charge.**

One of our experts will assess a recent proposal of your choosing and produce a short, punchy report highlighting:

- Proposal Look and feel
- Win themes and messaging
- Structure
- Areas for improvement (action plan)
- The Secrets of Proposal Success

**Why do we offer this service for free? Because we want to build a trusted relationship with you and your team.**

We know that if we can point out areas in your proposal development process where relatively small tweaks can yield big improvement gains ("quick wins") then you are likely to commission us commercially to help execute some of those improvements.

### 2. Full Healthcheck

Does your Bid Team need to make the quantum leap and systematically move proposal win rates in the right direction?

**When you need to exert greater control over your proposals and rapidly increase their quality a comprehensive "deep dive" is required – The Winning Proposal's Full Healthcheck.**

Our proposal consultant will review several of your most recent proposals and speak with nominated Bid Team members before developing and presenting our findings report and action plan structured as follows:

- First Impressions
- Power of Win Themes
- Strength of the Value Proposition (VP)
- The Executive Summary
- Strength and appropriateness of writing and style
- Use of graphics and other visual elements
- Commercials (optional)
- Alignment with client's need (from the Request for Proposal, RFP)
- Recommendations (action plan)

**Think of us as your bid doctor. We'll help you identify what is wrong with your proposals and then prescribe the most effective solutions to make them better.**





Each of these key areas is scored using our Bid Scoring Matrix Tool so you will come to know exactly how good your proposals are.

### Acting on Review Findings

Depending on the results of the Proposal Review (i.e. your bid strengths and weaknesses identified) you may subsequently choose to strengthen your proposals in one of three ways (or a combination):

- Training
- Coaching
- Workshops

**1. Training** – instructor-led training for your Bid Team with an agenda developed on the back of our review findings. Our objective here is to train you in the areas of proposal development where improvements will have the most significant positive return. However, we also want to highlight your existing strengths so that you can continue to do what you are already really good at.

**2. Coaching** – intensive, focused, intimate sessions (one on one, or one on two) with your Bid Team member (or members) with greatest responsibility for improving proposals and speeding their development.

**3. Workshops** – facilitated workshops that sit somewhere between instructor-

led training and very intimate, targeted coaching. By involving all or the majority of your Bid Team in the Proposal Development Workshop, participants are actively supported in the sharing of new ideas. Interactive workshops constructed on proven principles of collaboration and sharing serve to spread new ideas and best practice quickly. And when the workshop is over, because everyone learned together, Bid Team colleagues are able to offer each other high levels of mutual support and encouragement because everyone has been on the same journey. This commonality of experience and learning reinforces best practice and carries it into all of your future bids.

### What Next?

**If you are not satisfied with your bid win rates, or just feel that you can do better, our Proposal Review Service is a great start on your journey to improve.**

Our Mini Healthcheck Service is offered without charge. We just need to get a Non-Disclosure Agreement (NDA) in place to protect your confidentiality.

Or should you wish to jump straight into the Full Healthcheck Service we just need to agree the scope of the exercise and your primary objectives.



[They] made important suggestions around the bidding process that made our proposal work faster and better, as evidenced by our much improved win rate.



It can be difficult for hard-working bid teams to arrive at an objective understanding of their own strengths and weaknesses. Which is why we offer the Mini and Full Proposal Healthcheck services. If your interest is “quick wins”, the Mini Healthcheck is the best service for you. If a fully comprehensive “deep dive” into your strengths and weaknesses is required to inform a detailed corrective action plan, then the Full Healthcheck Service will hit the spot. And, depending on the review results, we’ll agree with you a support programme to execute the desired improvements to improve bid win rates.

