

Managing Proposal Strategies

How to plan and manage teams to produce winning proposals

A 2-day, workshop designed to give proposal managers and “book bosses” the needed skills to manage teams that win federal and commercial proposals. Plan first, then execute!

Why train your professionals in Managing Proposal Strategies?

One of the most challenging jobs in all of corporate America is managing proposal teams. The task to produce winning proposals requires a unique set of skills not natural to most people. Those skills include:

- **Team Leadership**
- **Time Management**
- **Developing Win Strategies**
- **Advanced Communication**

This workshop gives participants **specific tools** to manage your existing proposal development process.

What skills will a participant learn?

Either you manage proposals or proposals manage you. The first = wins, the later, losses.

By attending ***Managing Proposal Strategies***, your professionals will learn how to:

- Ask the “right” questions from Capture Managers to ensure a winning proposal
- **Effectively motivate and lead a team** to stay on task and meet objectives
- Develop a competitive **win strategy** to beat the competition
- Create a **Style-sheet** to create a **seamless proposal that sells**
- Conduct a **Kick-off Meeting** that provides section writers with the information they need to be effective

- Craft **win themes** throughout your proposal to drive home your message “Why us!”
- Conduct effective “**Pink-team**” and “**Red-team**” **reviews** and give constructive criticism
- Ensure proposals are **completed on time** and with enough time to produce a **polished finished product**

How will the participant benefit from Managing Proposal Strategies?

- Get the most from proposal team members
- Conduct effective meetings
- “Strip out” an RFP to find customer hot buttons
- Use a repeatable process approach to communicate clearly with team members and management
- Develop customer win strategies
- Recognize company and competitor strengths and weaknesses
- Use “Color” reviews to get the most from evaluation members
- Write an effective Executive Summary
- Develop Compliance Checklists
- Use effective storyboarding techniques to plan for unexpected changes

How will the corporation benefit from Managing Proposal Strategies?

After training, your organization will see:

- ⇒ Higher proposal win rates
- ⇒ More satisfied proposal production teams
- ⇒ Decreased proposal production costs