



“I DON’T GET NO RESPECT!”

Three ways to expand your influence &
heighten your personal profile



11th Annual Training Day – APMP California Chapter
October 24, 2014



Session goal

To provide you with effective strategies for changing or improving the perception of the value you bring to your organization.

Who I am

- Writing proposals since 2001
 - ▣ Lone ranger and managed a team of 10
 - ▣ Launch consulting company in 2009
 - ▣ Small, high-growth companies (B2B)

- Joined APMP in 2002
 - ▣ Accredited in (2008)
 - ▣ Started and lead the Healthcare Industry Task Force since (2010)
 - ▣ Named a Fellow in (2011)
 - ▣ Started and co-chair the Commercial Community (2013)
 - ▣ International Board of Directors (2014-2015)



Trust = Influence

The Value of Trust



Return on Influence

How do you earn trust?

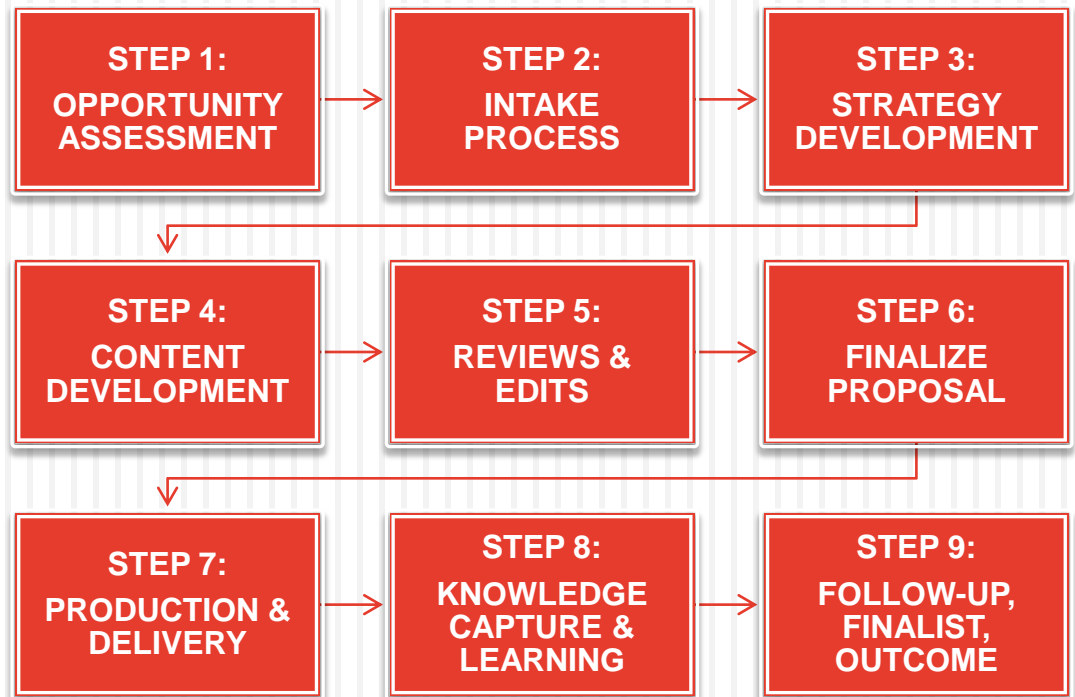
1. Communicate your value
2. Develop partnerships
3. Think and act strategically

1 Communicating Your Value



Show and tell

- Document and share what you do
 - ▣ Process flows, SOPs, methodology
 - ▣ Roles and responsibilities
 - ▣ Share your skills

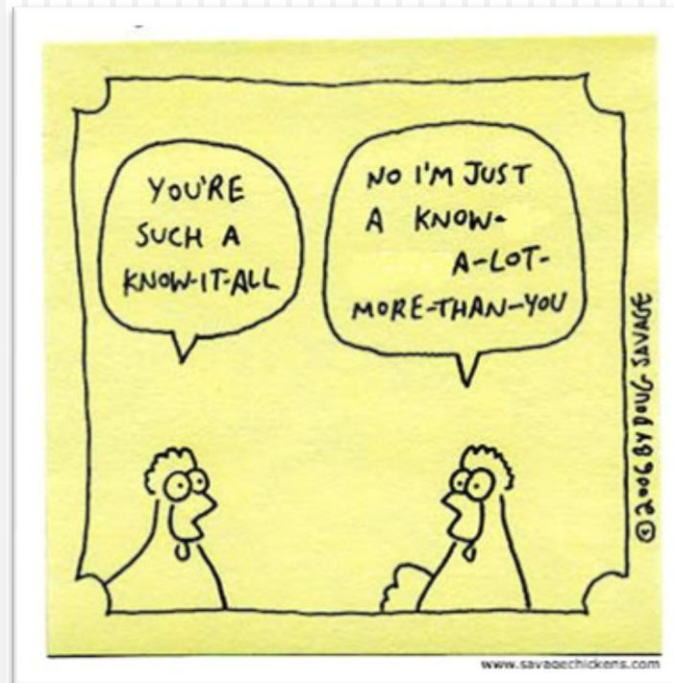


“I learn from the best”

- Leverage your affiliation with APMP
 - ▣ Don't do it because I said so, do it because the “worldwide authority for professionals dedicated to the process of winning business” said so
 - ▣ Find a mentor or two – get involved
 - ▣ Accreditation – proof that you're a professional

“I know what’s going on around here”

- Leverage your knowledge
 - ▣ You are the proposal SME – share your stories
 - ▣ You know a little bit about everything
 - ▣ You have built relationships across the company



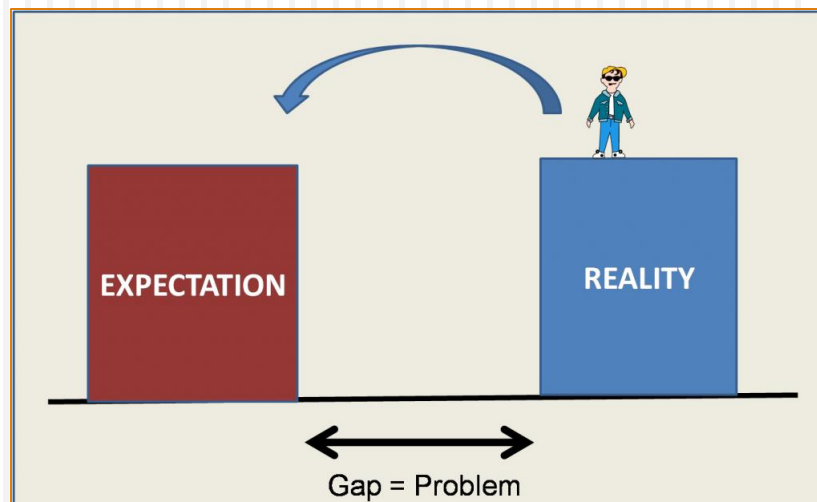
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Develop Partnerships



Be a thought partner

- Develop relationships with your sales reps
 - ▣ Find common ground
 - ▣ Help develop the solution – problem solve
 - ▣ Determine how you are going to work together
 - ▣ Establish clear expectations around roles



Be prepared

- Take initiative – be proactive
 - ▣ Knowledgebase is current
 - ▣ Templates and guidelines are in place
 - ▣ Lessons learned have been applied
 - ▣ Know the last pick-up time of all the local Fedex offices
 - ▣ Formalize your kick off meetings - EXAMPLE

Prove it

- Deliver on your promises
 - ▣ Be honest
 - ▣ Be inclusive
 - ▣ Be on-time
 - ▣ Be consistent



3

Think and Act Strategically



Deliver the WIIFM

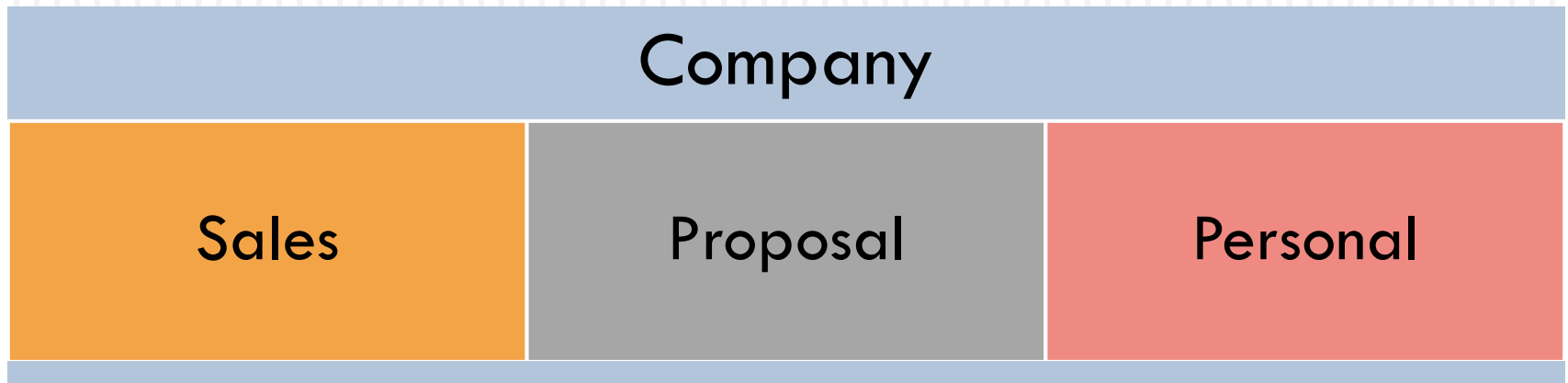
- Find out what's important to your boss and your boss's boss
- Speak his/her language
- Become invaluable

If you can go ahead and tell me what's in it for me, that would be grrrrreat.



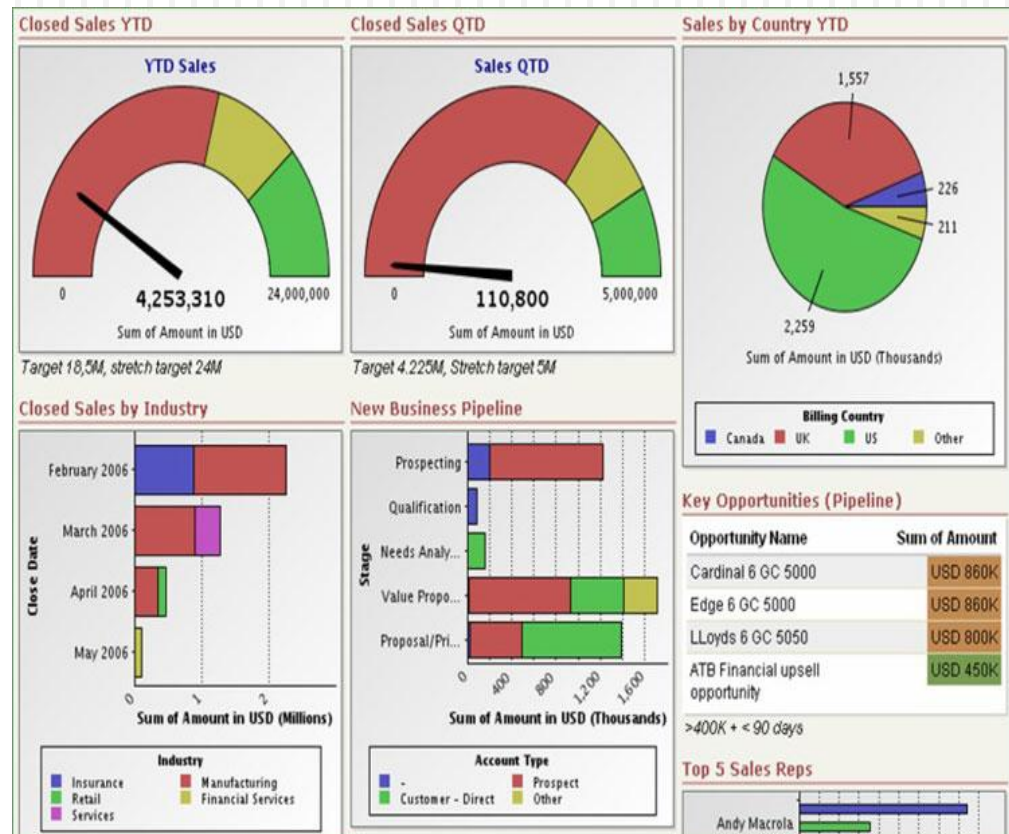
Know the goals

- Relate what you do to the big picture
 - ▣ Company's short- and long-term goals
 - ▣ Annual sales goal
 - ▣ Expectations of the proposal department
 - ▣ How you are personally measured



Report out and up

- Progress to the goals
- Market intelligence
 - ▣ Where/who proposals are coming from
 - ▣ What is being asked for that you don't do today
 - ▣ What trends are emerging in RFP questions
 - ▣ Who do you keep losing to and why
- Share results across the company through routine reports



Salesforce Dashboard

Wrap-up – develop and implement a plan

1. Communicate your value
 - ▣ Show and tell
 - ▣ APMP affiliation
 - ▣ Proposal SME
2. Develop partnerships
 - ▣ Be a thought partner
 - ▣ Be prepared
 - ▣ Prove it
3. Think and act strategically
 - ▣ Deliver the WIIFM
 - ▣ Know the goals
 - ▣ Report out and up



Thank You!



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