



**APMP SOCAL Chapter**  
9<sup>th</sup> Annual Training Day

**Network of Proposal Champions -**  
*Best Practices for Winning*

**This Is How  
We Do It**

Developed and Presented by

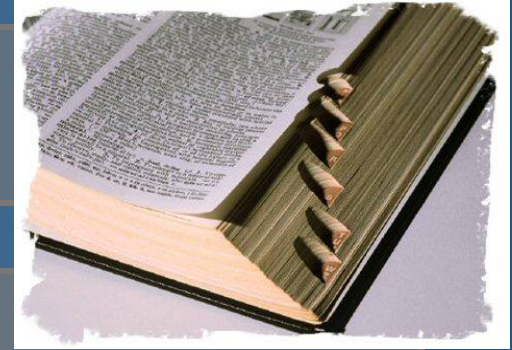
**B.J. Lownie, PPF.APMP**

Managing Director

**Strategic Proposals LLC**

September 26, 2012

# Champion – The definition

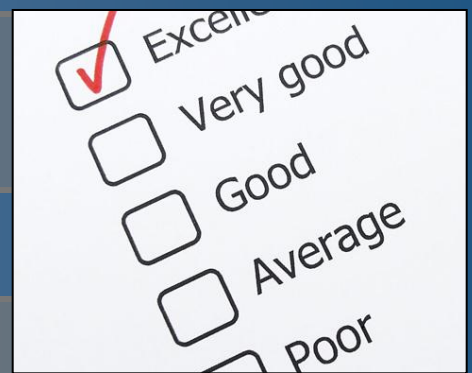


*(from Dictionary.com)*

Cham-pi-on (cham-pee-uhn) noun

1. An individual or team that has defeated all opponents in a competition or series of competitions, so as to hold first place
2. A person who fights for or defends any person or cause
3. A fighter or warrior

# Proposal Champions



## The Scorecard

- As each topic is discussed, consider how you perceive yourself
- Mark your scorecard accordingly

# Proposal Champions



We understand what a proposal is  
and its role in winning business

- A proposal is “A Packaged Sales Presentation”
- The goal/objective of a proposal is to present your strategy and tell your story – “Why you?”

# Proposal Champions

We understand our  
role/responsibilities

- Interpret the request (RFP)
- Develop the plan
- Manage the proposal project
- Develop a high-impact, high-quality proposal
- Work efficiently, submit on time





# Proposal Champions



We understand the roles/responsibilities of others involved in proposal development

Sales/SME's/Sr. Management

- *Provide required information*
- *Review content*

***100% commitment – Minimum involvement***

# Proposal Champions



We understand how proposal support should be measured

- Articulate the strategic position (“Tell the story”)
- Manage the proposal project
- Produce a high-impact, high-quality document
- Work efficiently - submit on time

# Proposal Champions

We have the required skills and knowledge

- Continually hone and develop their skills
- Request and participate in training
- Seek opportunities to gain experience
- Mentor others and have a mentor(s)



# Proposal Champions



## We embrace mistakes

- Keep them small
- Recover quickly
- Learn from the experience, make necessary changes

# Proposal Champions



We plan for the unexpected

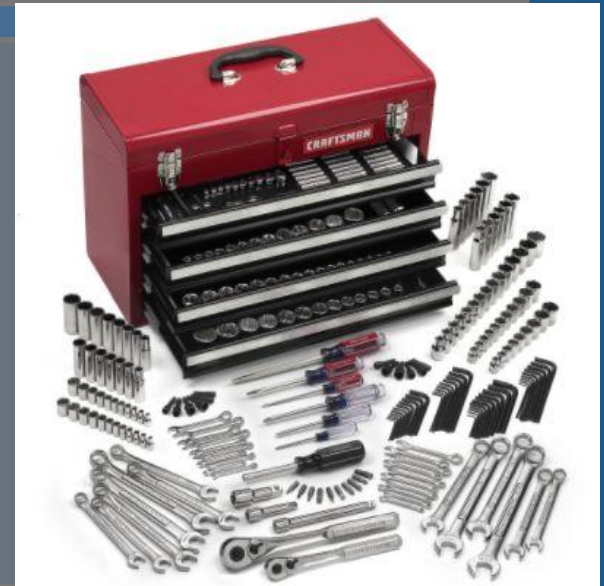
- Anticipate probable (and improbable) problems
  - *Containment*
  - *Contingencies*

*Play - “Then what happened?”*

# Proposal Champions

We understand what's required  
(and refuse to settle for less!)

- Processes
- Equipment
- Space
- Money
- Time



# Proposal Champions

We understand what's required  
(and refuse to settle for less!)

## Processes

- Defined, documented
- Understood (training provided)
- Adhered to, applied consistently
- Tracked, improved

# Proposal Champions

We understand what's required  
(and refuse to settle for less!)

## Equipment

- Appropriate capabilities/performance
- Available, back-up
- Training provided

# Proposal Champions

We understand what's required  
(and refuse to settle for less!)

## Space

- Conducive to the work
  - *Quiet*
  - *Secure*
  - *Appropriate lighting, acoustics*



# Proposal Champions

We understand what's required  
(and refuse to settle for less!)

## Money

- Proposal development (materials, equipment)
- Salaries
- Incentives
- Training



# Proposal Champions

We understand what's required  
(and refuse to settle for less!)

## Time

- Sufficient to allow for work/life balance



# Proposal Champions



We respect and expect work/life balance

- Reasonable notice
- Reasonable workload and associated schedule
  - *Allows for personal time (nights, weekends, holidays, vacations)*
  - *Allows for training, developing/improving processes*

# Proposal Champions



We are professionals

- Mentally and physically up to the work
- Behave appropriately
- Have a positive attitude
- Promote best practices
- Don't enable others

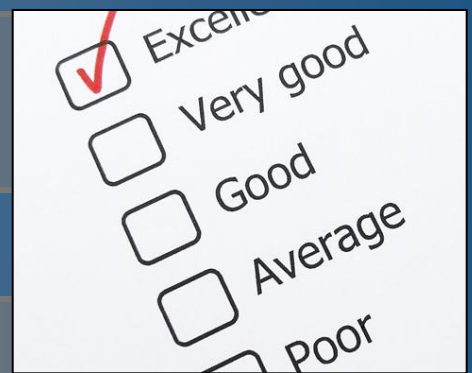
# Proposal Champions

We are part of - and actively participate in - a network of fellow proposal champions

- Inside the company
- Industry groups
- APMP – local, International



# Proposal Champions



## The Scorecard

- Take a moment to complete the marking of your scorecard.
- Share your score with a person next to you.



# Proposal Champions

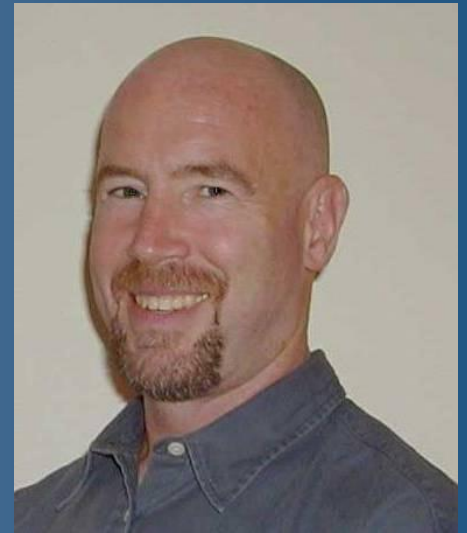
We are passionate about proposals!

- Enjoy working on proposals
- Take pride in our work
- Share our experience and enthusiasm with others

Thanks for listening...

Please keep in touch  
[bj@strategicproposals.com](mailto:bj@strategicproposals.com)

Visit our blog  
[www.theproposalguys.com](http://www.theproposalguys.com)



Enjoy the rest of the  
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