



Proposal Super Bowl – Getting There and Winning!
***“Coaching your team toward a
winning shortlist presentation”***



What's our plan?

- **Start speaker prep early**
- **Build content and delivery**
- **Rehearse Q&A more**
- **Emphasize project knowledge**



The Other Side of the Table

What do they want?



- **Must operate as if it's already yours**
- **Demonstrate project knowledge**
- **Increase team interaction**
- **And...your thoughts?**

Each firm is qualified...now what?

- Highlight added value
- Focus on differentiators – 3 levels
- Use project specific examples
- **“Be the apple!”**



If you want my attention...



1. Talk about “me, me and me”
2. Use the interview time wisely



3. Show me a cohesive team
4. Let me see PM’s leadership



5. Show enthusiasm for my project
6. Give me stories not factoids

Answer 3 key questions



1. What's your point?

Messages

2. So what?

Benefits

3. Prove it!

Examples

Use as quick practice!

Where can they practice?



- Client meetings
- Red Team reviews
- Internal meetings
- Using video
- And??



Winning Concepts

“Smooth”

- *Transitions*
- *Beginnings*
- *Endings*
- *Handoffs*
- *Previews*



“Client focused”

- *Solutions*
- *Stakeholders*
- *Knowledge*
- *Benefits*
- *Differentiators*



“Memorable”

- *Stories*
- *Core messages*
- *Graphics*
- *Success*



“Personal”

- *Panel*
- *Team*
- *Eyes*
- *Voice*
- *Hands*
- *Ask*





Winning Strategies

1. Start Q&A practice early



- How to answer
- Who answers
- **Topics and 3 Q types**
- Listen for intent
- Use the visuals



- **Quick exercise:**
what strategies
do you ask your
speakers to use?

2. Maximize every response

1. Start with a summary
2. End with a benefit
3. Give specific examples
4. Use 3 levels of “you”



- 5. Substitute stories for processes**
- 6. Include team names**
- 7. Fix, minimize and reassure**
- 8. Include wallflowers**





Quick tips

- **Team asks and rates**
 - 1 to 3
- **Instant do over**
- **Repeat Q's**
- **Match to differs**
- **Extra prep for leader**

Group exercise



- **3 basic Q's** that every team member should be prepared to answer
- **3 tough** questions that are often asked
- **Worst question ever**

“As the owner, what can we do to ensure this project’s success?”

3. At the end of Q&A...



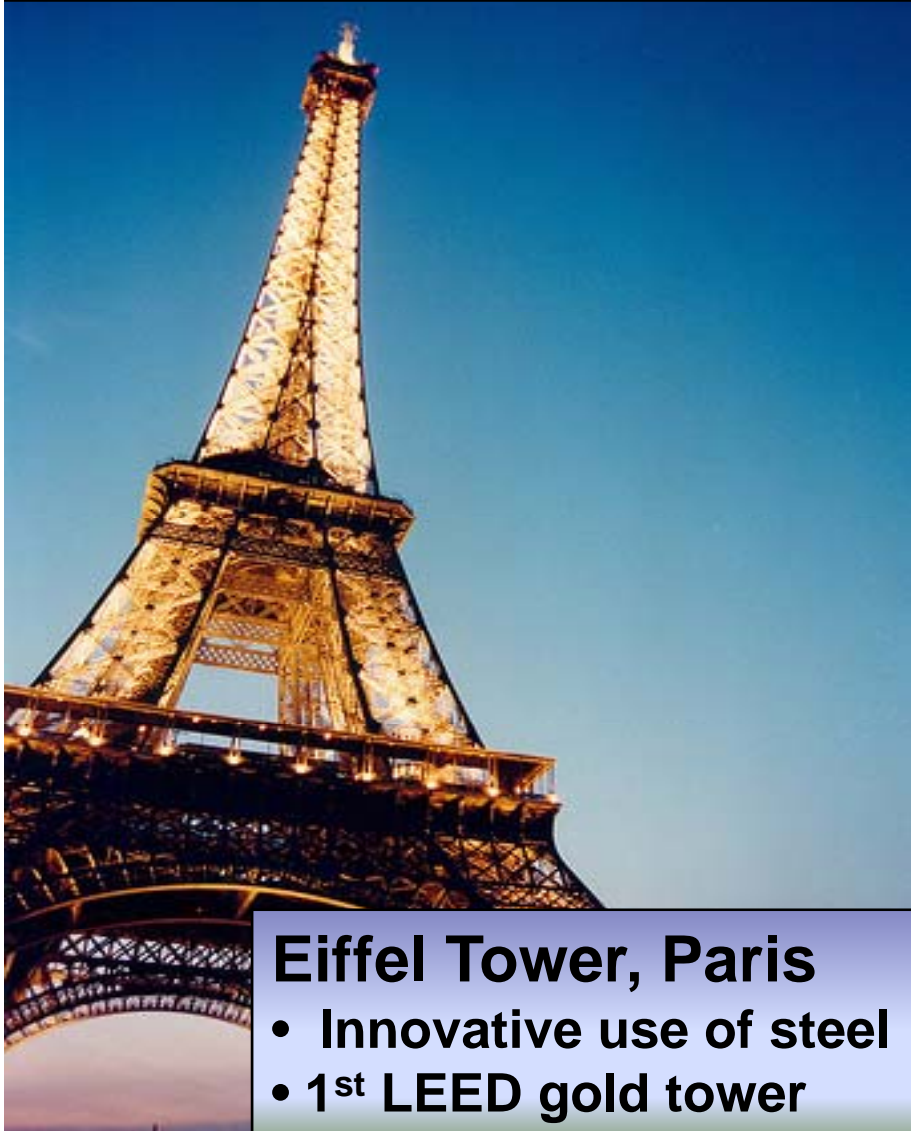
- Be prepared to ask Q's
- Deliver a final close and ask for the work
- Complete any "clean up"
- Say "thank you" and go
- Be prepared to mingle

4. Start with project understanding

- Short summary of their goals
- Crafted as a story
- Include background on firm's interest
- Demo knowledge and commitment



5. Use introduction to summarize



- (Project understanding)
- **Firm/team qualifications**
- **Related project photos**
 - issues
 - accomplishments
- “Why us” list



Really Cool School, Paris, Texas

Group exercise

- Select a **related project** to highlight
- List 2 key issues & 2 accomplishments

6. Create smooth transitions



- Consider handoffs between speakers
- Set the stage for topics or new media
- Recap and preview
- Confirm scoring items
- Use section dividers

7. Make the beginning and end “personal”



Ask each speaker as you practice.

START

R and R on this project or free work

FINISH

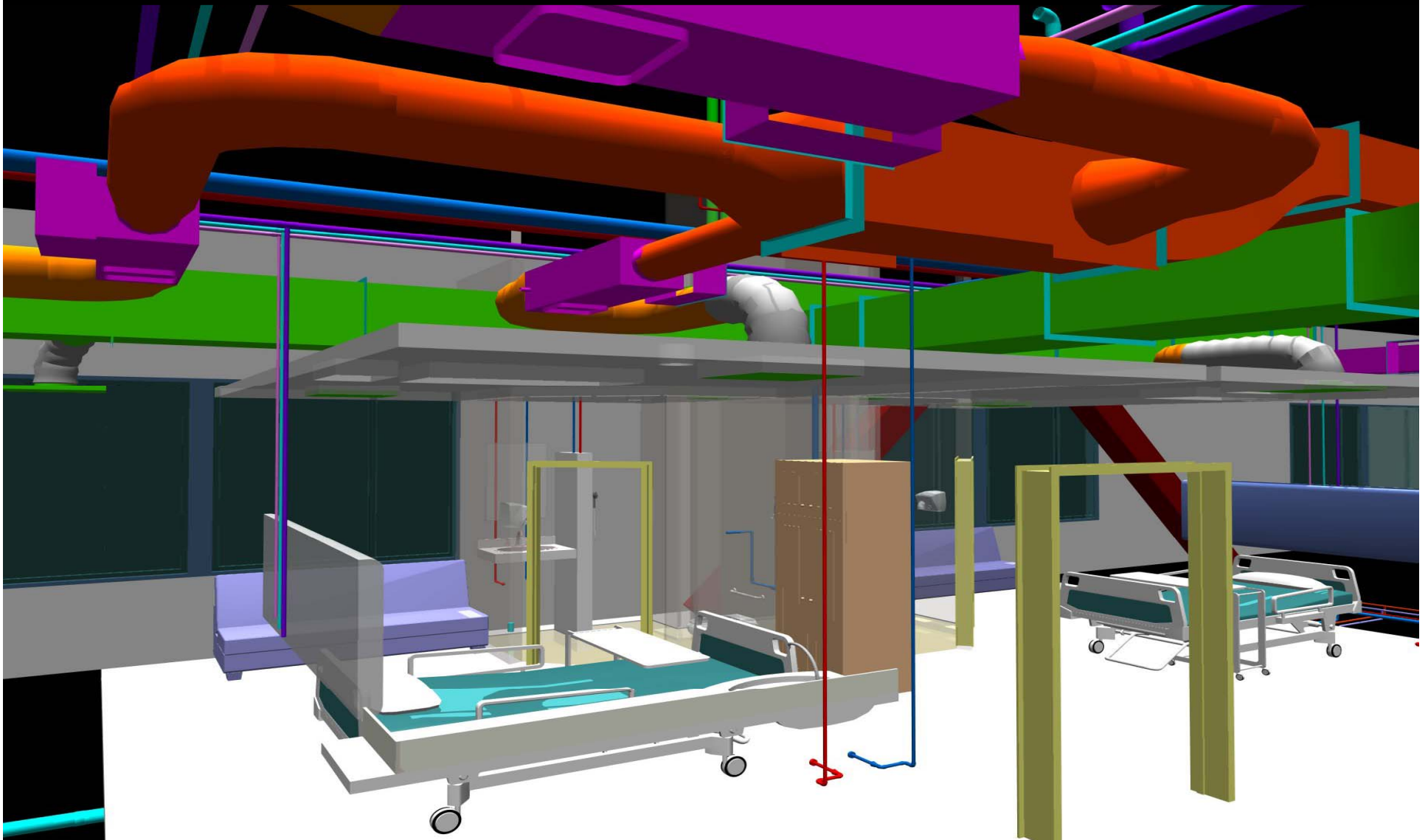
Ask for the project as “I” in your own words

8. Create message driven slides

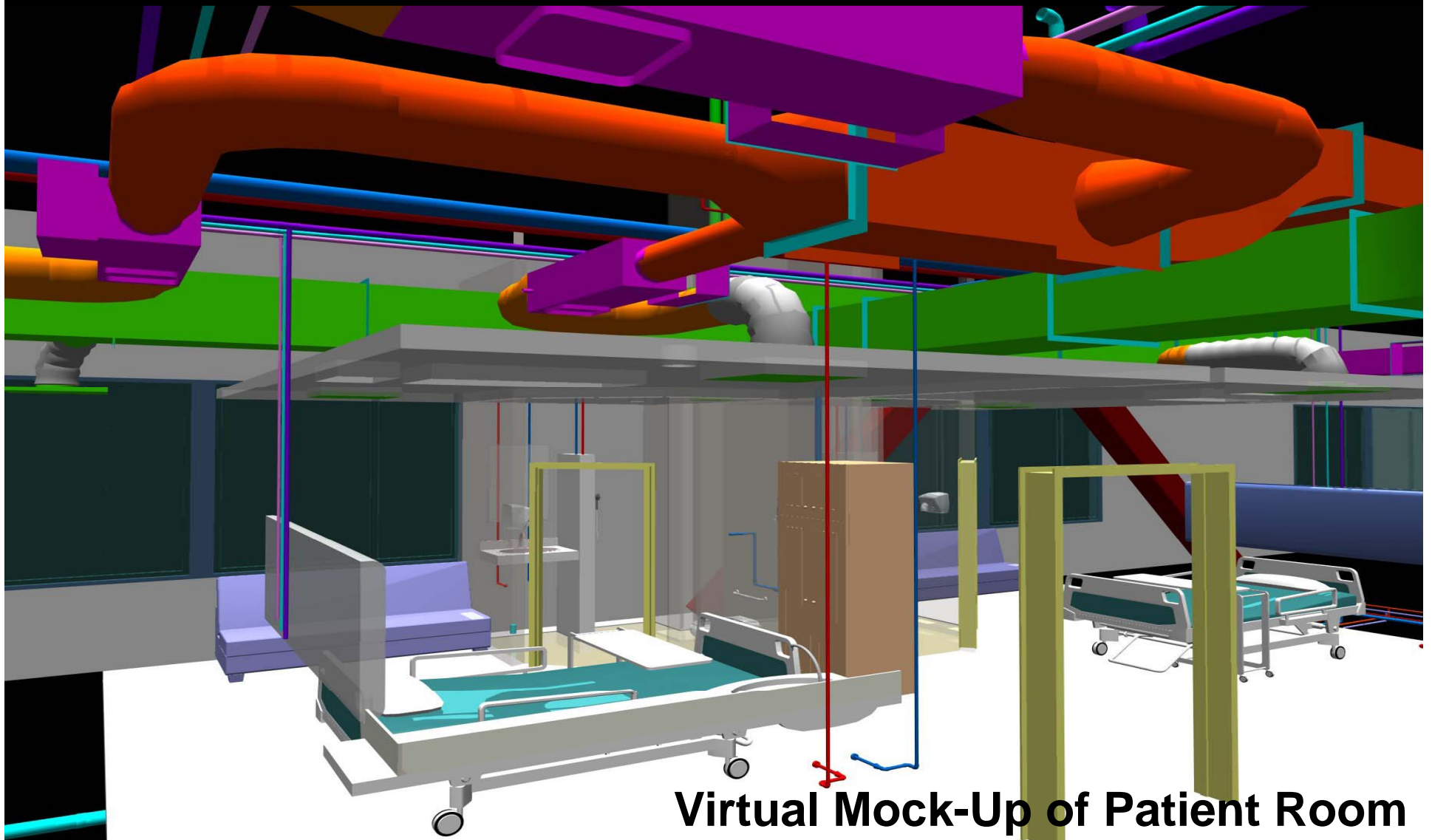


**Stanley Cup Finals – Information
or
*Blackhawks end 49 year
Stanley Cup Drought***

Virtual Mockup

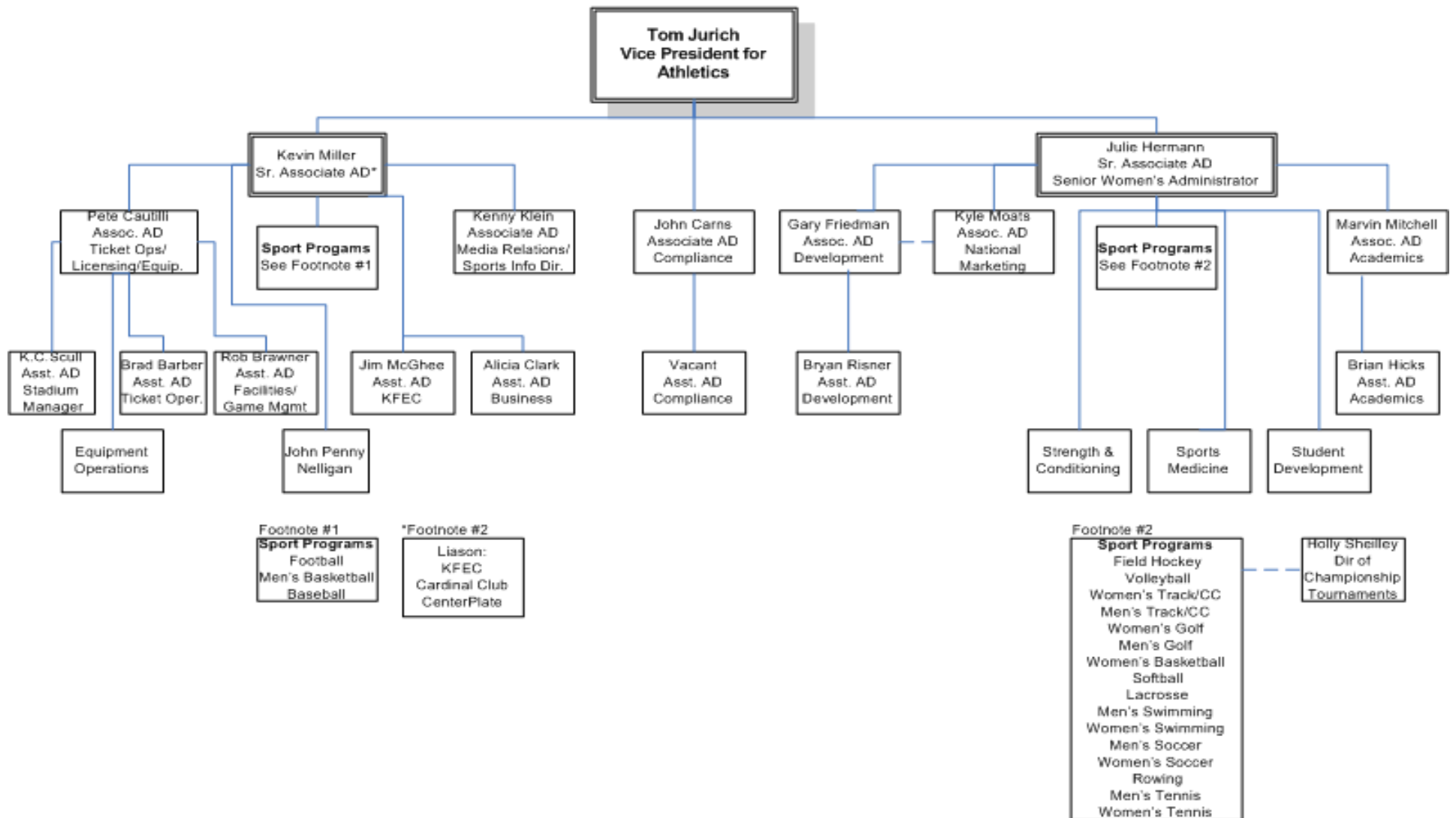


Confirm design early to reduce costs

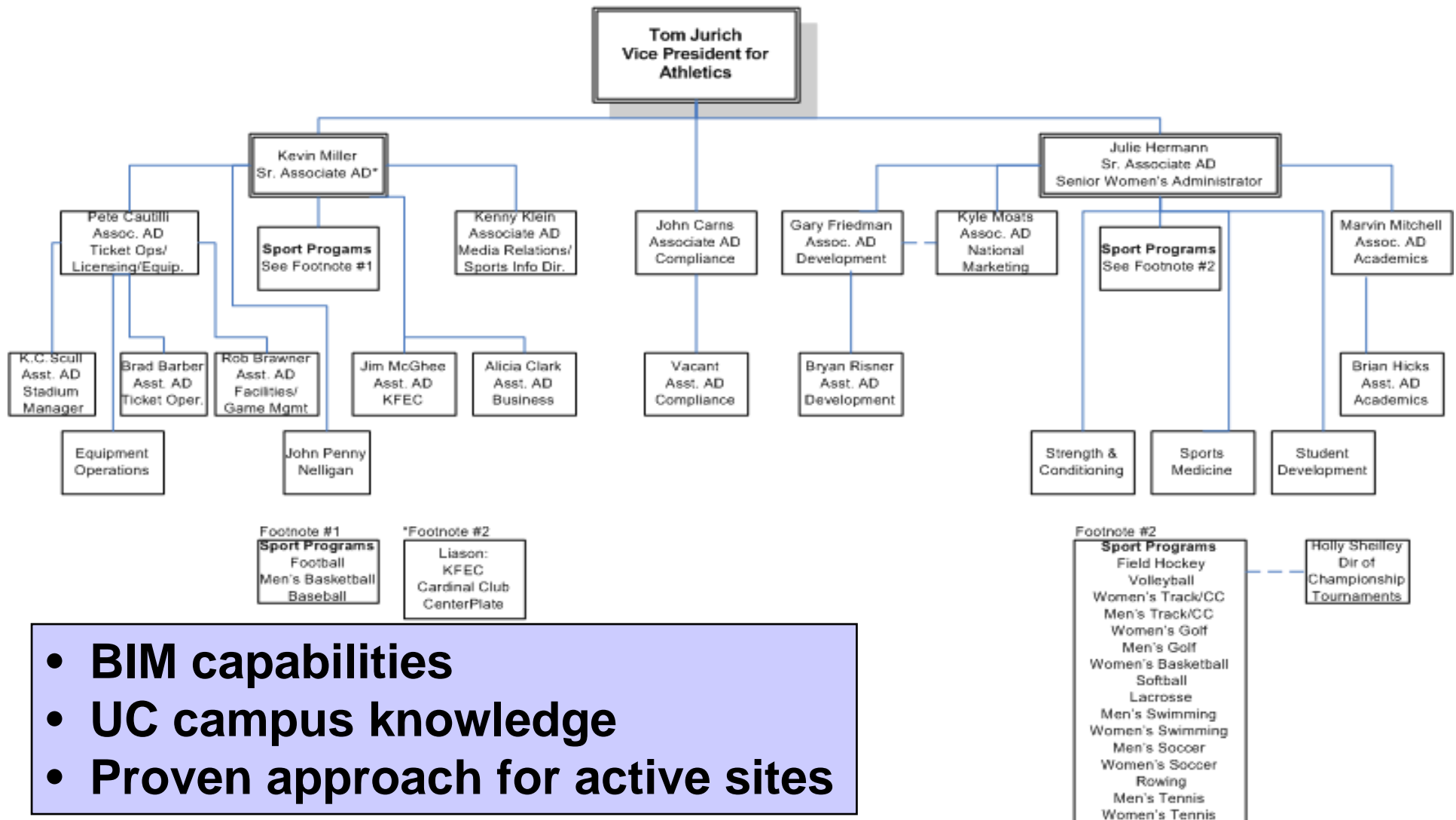


Virtual Mock-Up of Patient Room

Organization chart

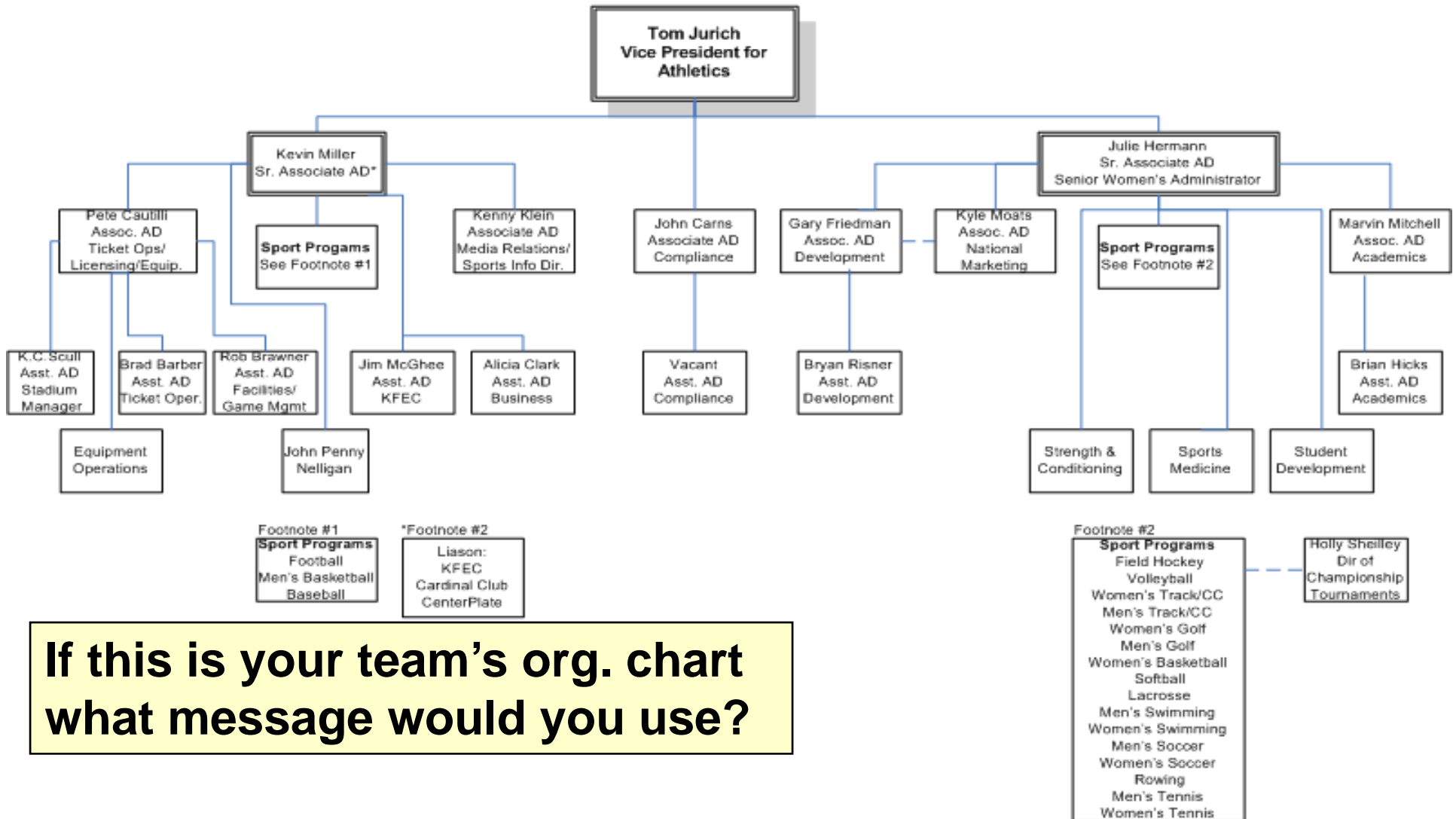


Experienced, local preservation specialists



- BIM capabilities
- UC campus knowledge
- Proven approach for active sites

?????



If this is your team's org. chart
what message would you use?

9. Opportunity: Differentiator?

1. Work smart and do it right the first time
2. **Complete daily walks and weekly meetings**
3. Zero punch list achieved before move-in
4. **Offer financial incentives to best performing subs**



10. Add benefits on every slide...



...to change the panel's thinking

...to strengthen speaker introductions

Create a written list



- *Reduces cost*
- *Speeds delivery*
- *Builds community consensus*
- *Faster response time*
- *Manages issues early*
- *Reduces LEED costs*
- *Speeds city approval*
- *Makes you look good*

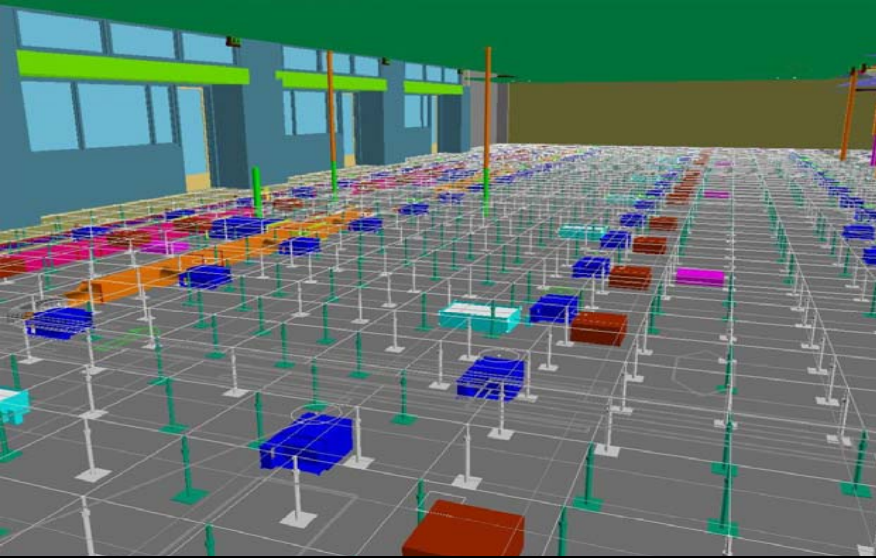
Group exercise



List **2 skills** you have on the left... and **the benefits** of each skill... on the right

*“I’m a LEED AP.
What that means for this project is...”*

11. Talk about “free work”



- Site visits & ideas
- Preliminary estimates
- Discussions with existing team members
- Procurement research
- Calls to state agencies
- And...

12. Make eye contact “personal”



- Key gesture for connection
- **Takes 5 to 10 seconds**
- Include entire panel
- Use effectively in Q&A



- **30 days to change**
- **Requires daily practice**
- **Best for novices**
- **“Hands up” or “sit down”**

Quick group exercise

- Which gestures drive you crazy?
- Which do they each use in regular conversation?



13. Make gestures specific and balanced

- Select a starting point
- **Eliminate distractions**
- Match to content
- Size to fit the audience
- Balance with quiet hands



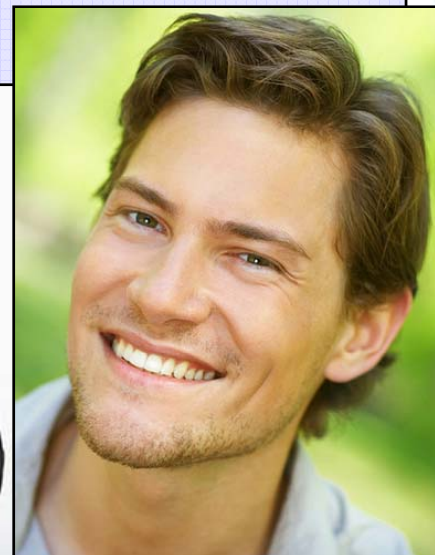
These **don't** work

- Hands behind your back
- Both hands on hips
- Arms crossed on chest
- Swaying or small circles
- Hands firmly clasped
- Frozen stance



These do!

- One hand in an empty pocket
- Arms loosely at sides
- North, south, east & west
- Two handed gestures
- Hand or fist for emphasis
- Moving and stopping



14. Use an energetic voice

41%

- ***Pace*** start slower
- ***Volume*** project to back
- ***Variety*** pitch up & down
- ***Pause*** hold & use often



Voice practice IS required

- Use video samples
- Tell more stories, standing
- Read kid's book, then the newspaper
- Listen to voicemail before sending
- Use narration feature in Power Point



15. Include team member names

- “When **Bill** and I visited your site...”
- “**Judy** and I worked together on the...”
- “**Tony** and I will coordinate the...”
- “During final design, **Tracy** and I will...”
- “While **Todd** works on the schedule, I...”
- “**Sophia** and I have a good relationship with the...”

17. Eliminate “bad” words



1. Overused phrases
2. Statements with implied “duh”
3. Unnecessary statements
4. Honesty that backfires
5. Minimizing real concerns
6. Negative statements that confuse

18. Finish rehearsal with “good news”

- **Quick walk through slides**
- **Focused on benefits**
- **Creates a safety net**
- **Builds confidence**





Next Steps

Build skills **before** the interview

- Practice in daily situations
- Identify “top 3” to improve
- **Rehearse and videotape**
- Borrow from other speakers
- **Call me!**

practice – practice – practice – practice – practice - practice



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***“Use these techniques to coach your team
toward a winning shortlist presentation”***





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