

WIN THEM ALL!

8 Master Techniques to Make 8 Props for ALL Evaluators



WHAT DO DECISION MAKERS CARE ABOUT?

	B2B	B2G	B2C
Faster			
Cheaper			
Better			
Low Risk			
More			

According to Shipley Associates.

3 ARCHETYPES



STRATEGIC FOCUS

Make it easy for me to evaluate.

Give me the big picture.

Solution tied to goals and objectives.

Prove it... quickly!

May not be as technically proficient, if at all.

Needs to see realistic program/project -level risk avoidance and mitigation.

Best solution for the price. (Price may/may not be the key driver.)



TACTICAL FOCUS

Make it easy for me to evaluate.

Details, please.

Wants demonstrative evidence.

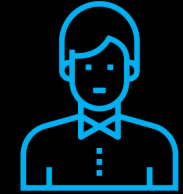
Seeks practical execution info.

Does it make the job easier or better?

Is technically proficient.

Needs to see realistic task-level risk avoidance and mitigation.

Price not often a driver.



EVALUATION FOCUS

Make it easy for me to evaluate.

Little to no vested interest in the program/project's execution.

May not be as technically proficient, if at all. (Generalist?)

Follows a "checklist."

Needs to see risk mitigation plan.

Price is driven by budget.

MAKE IT EASY
FOR ME TO EVALUATE.



TECHNIQUES

SECTION 2.0: TECHNICAL EXECUTION

Customer Name simplifies tasks, lowers cost 18%, and remains the customer center of excellence for IT support with New Tech's DIFINITY™ automation solution as proven on Customer's Project X. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet **dolore magna aliquam erat volutpat**.★

★ = New Tech Advantage

- CUSTOMER**
- Mission
 - Vision
 - Budget
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 - Goals
 - Challenges
 - Requirements
 - Regulations

- NEW TECH**★
- Related experience
 - Applicable expertise
 - Quantitative data
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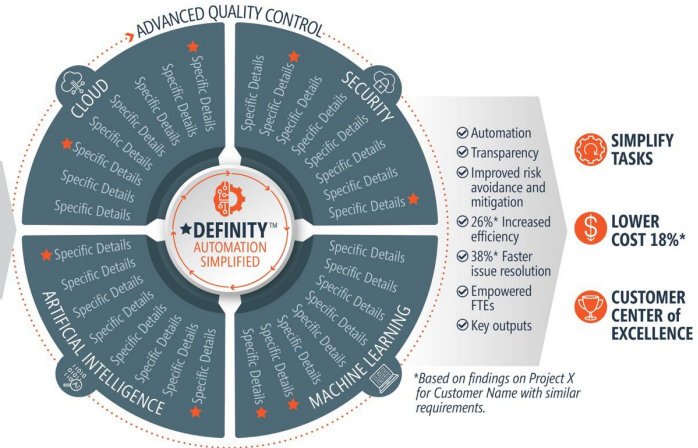


Figure 2.0: Simplify tasks, lower cost 18%*, and be the customer center of excellence for IT support with New Tech's proven DIFINITY™ automation solution.

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CUSTOMER NAME

RFP NAME

RFP #0023143

Volume Name

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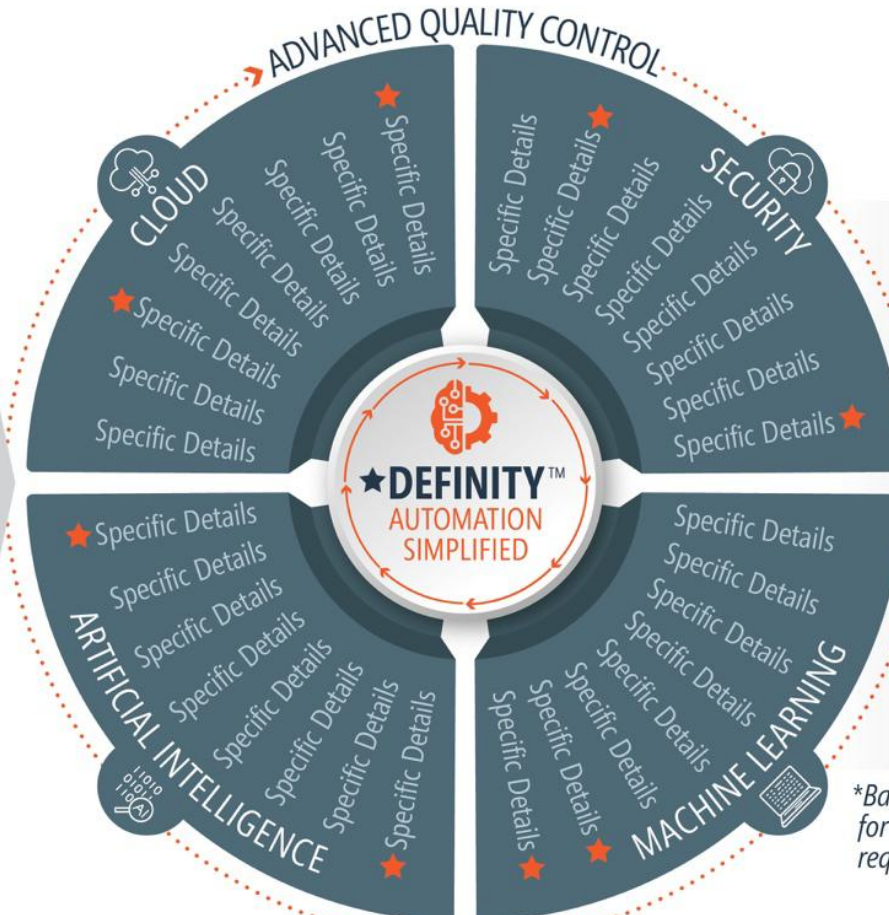
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- ✓ Automation
- ✓ Transparency
- ✓ Improved risk avoidance and mitigation
- ✓ 26%* Increase efficiency
- ✓ 38%* Faster issue resolution
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- ✓ Key outputs



SIMPLIFY TASKS



LOWER COST 18%*



CUSTOMER CENTER of EXCELLENCE

*Based on findings on Project X for Customer Name with similar requirements.

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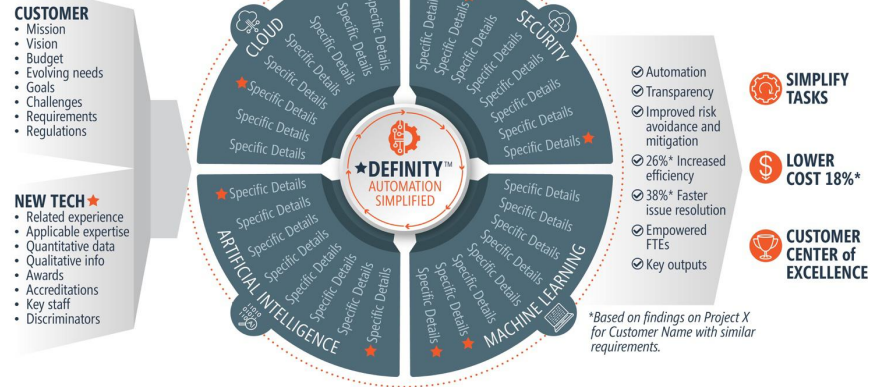


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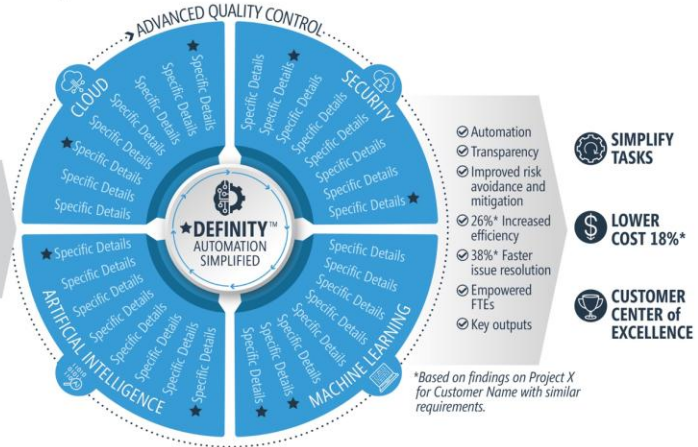


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★ Cloud Performance Metrics:
 Exceeds Requirements
 IOPS: 60,000
 LATENCY: 1ms
 MTBF: 2,000,000 hours

Advanced Quality Control ★

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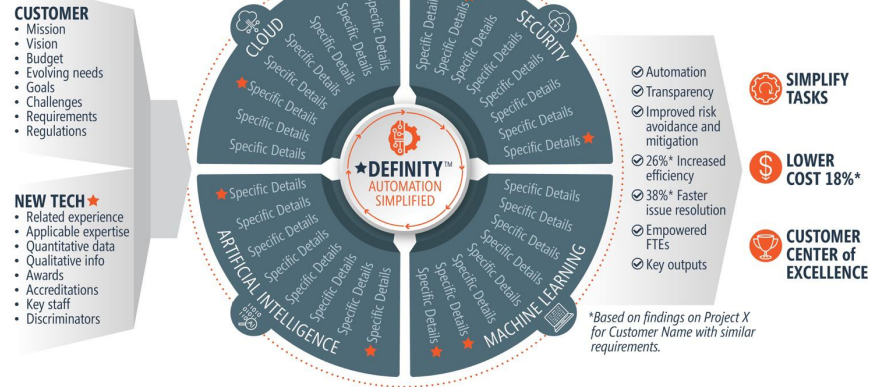


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STRATEGIC
FOCUS



TACTICAL
FOCUS



EVALUATION
FOCUS

MOTIVATOR

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MEANS

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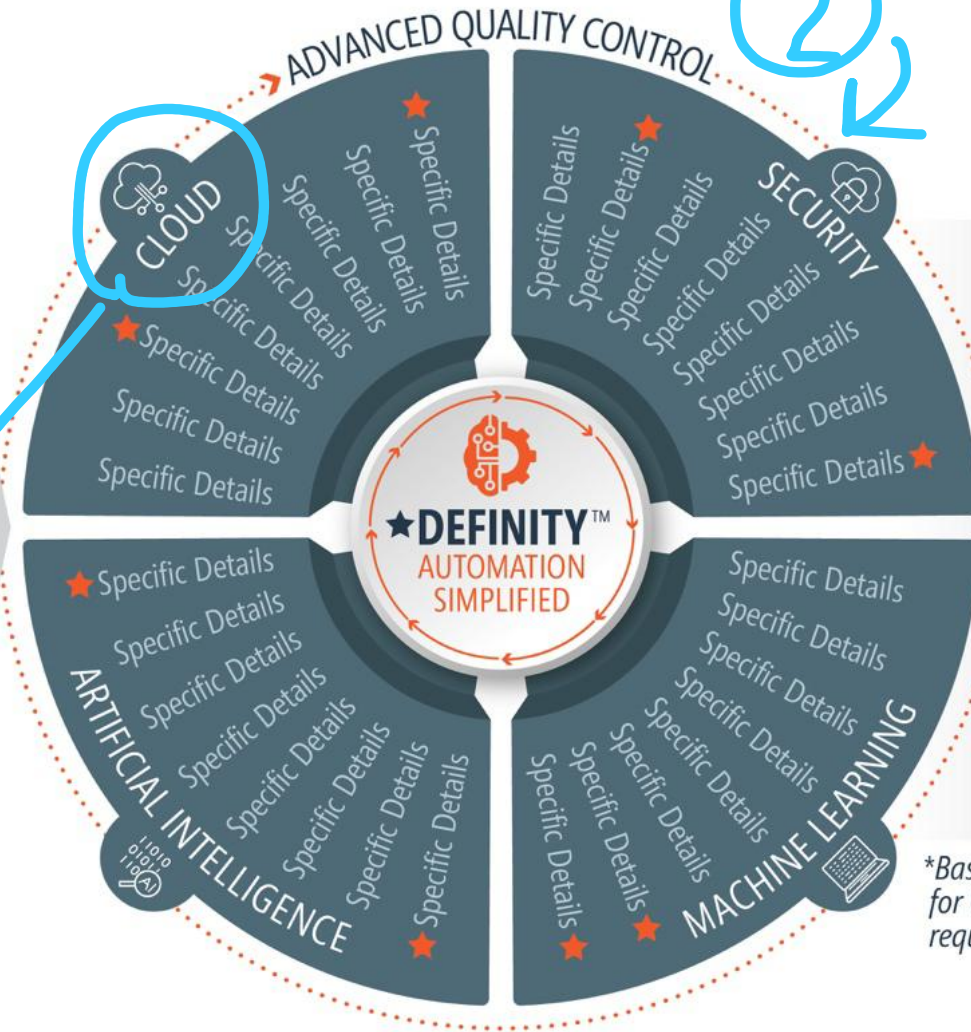
①

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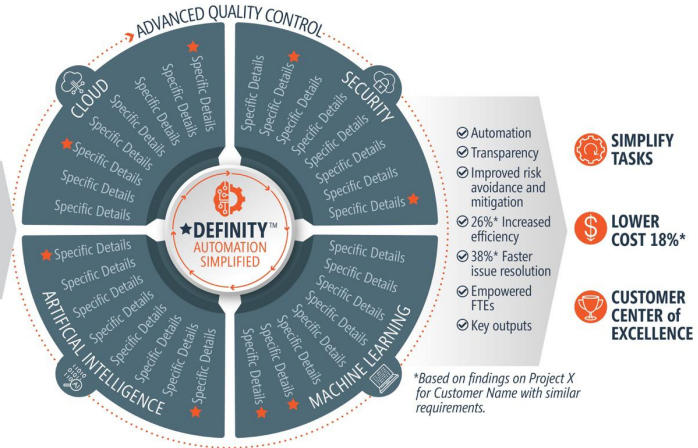


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Advanced Quality Control★

Exceeds Requirements	CLOUD PERFORMANCE METRICS:	Advanced Quality Control		
	IOPS: 60,000 LATENCY: 1ms MTBF: 2,000,000 hours	Track Performance Metrics	Analyze Performance Metrics	Adjust Variances via Machine Learning + AI
24x7x365 Automated Drive Assessment, Diagnosis and Repair				

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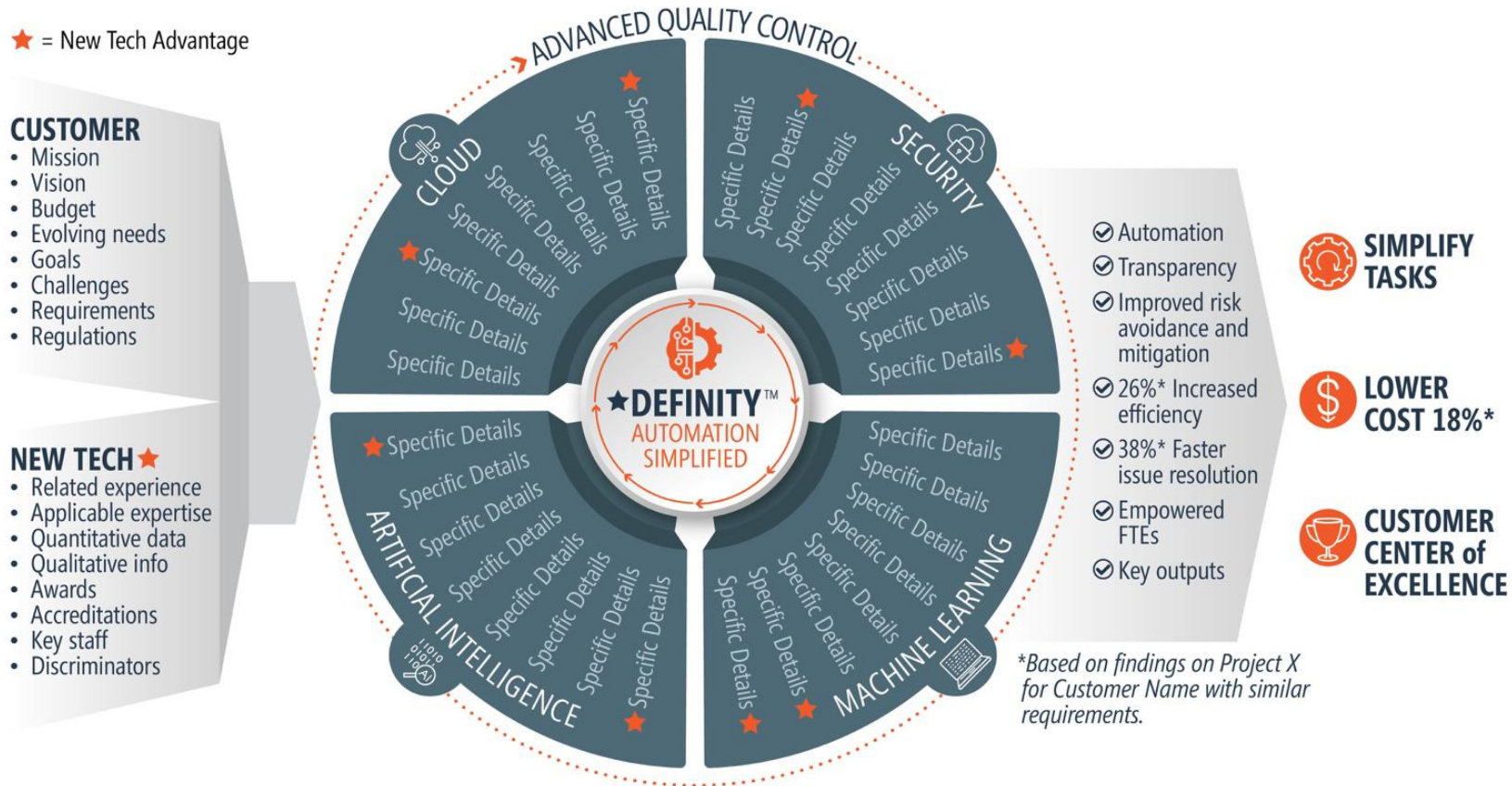


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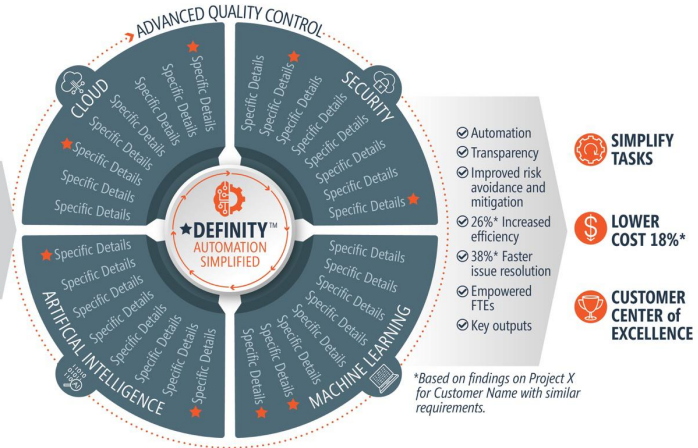


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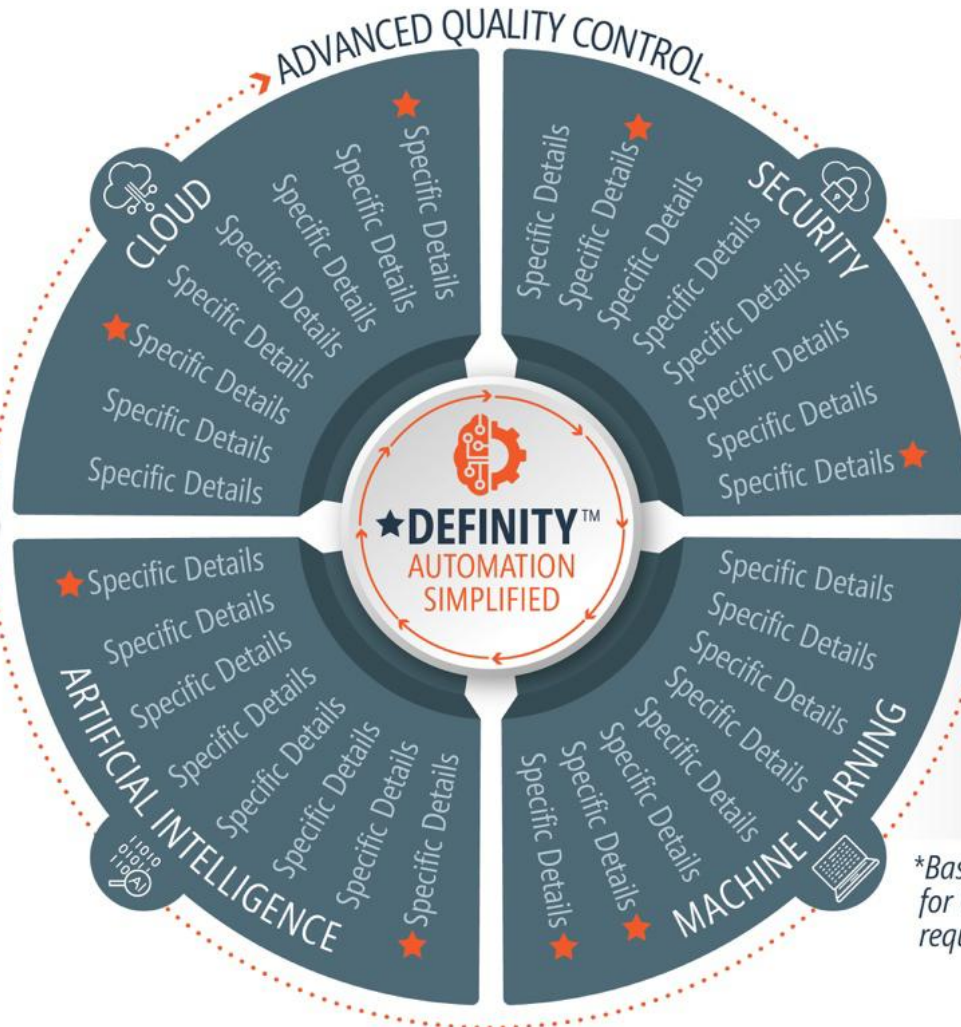
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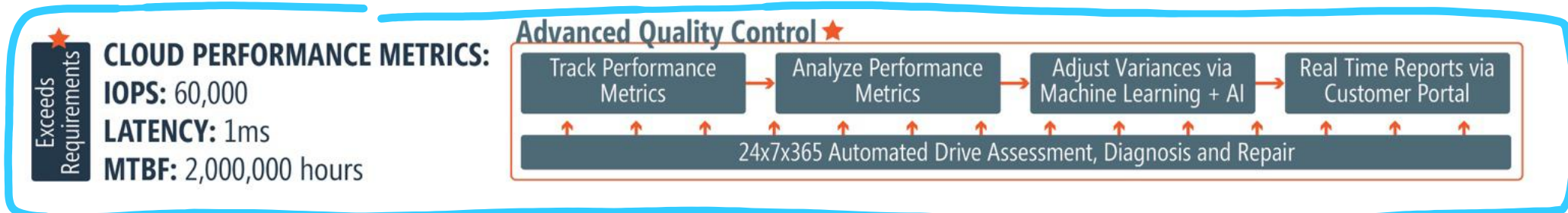
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CUSTOMER NAME
RFP NAME
RFP #0023143
Volume Name
Date



SECTION 2.0: TECHNICAL EXECUTION

Customer Name simplifies tasks, lowers cost 18%, and remains the customer center of excellence for IT support with New Tech's DIFINITY™ automation solution as proven on Customer's Project X. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet **dolore magna aliquam erat volutpat**.★

★ = New Tech Advantage

- CUSTOMER**
- Mission
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 - Challenges
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 - Regulations

- NEW TECH**★
- Related experience
 - Applicable expertise
 - Quantitative data
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 - Discriminators

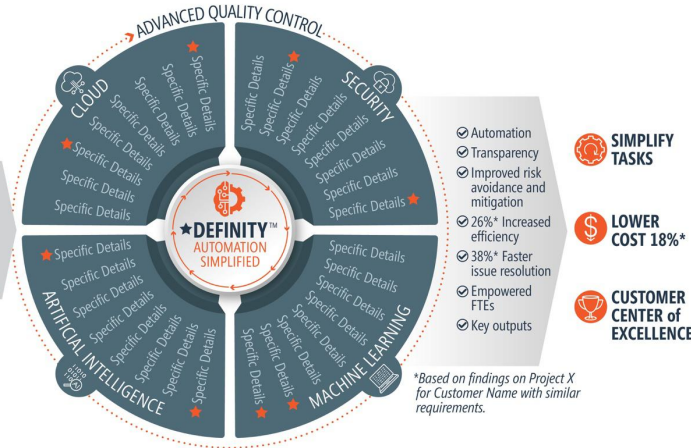


Figure 2.0: Simplify tasks, lower cost 18%*, and be the customer center of excellence for IT support with New Tech's proven DIFINITY™ automation solution.

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92% OF TASKS SIMPLIFIED WITH DEFINITY'S ADVANCED AUTOMATION IN THE FIRST 12 MONTHS. Customer Name Project X DIFINITY™ lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit

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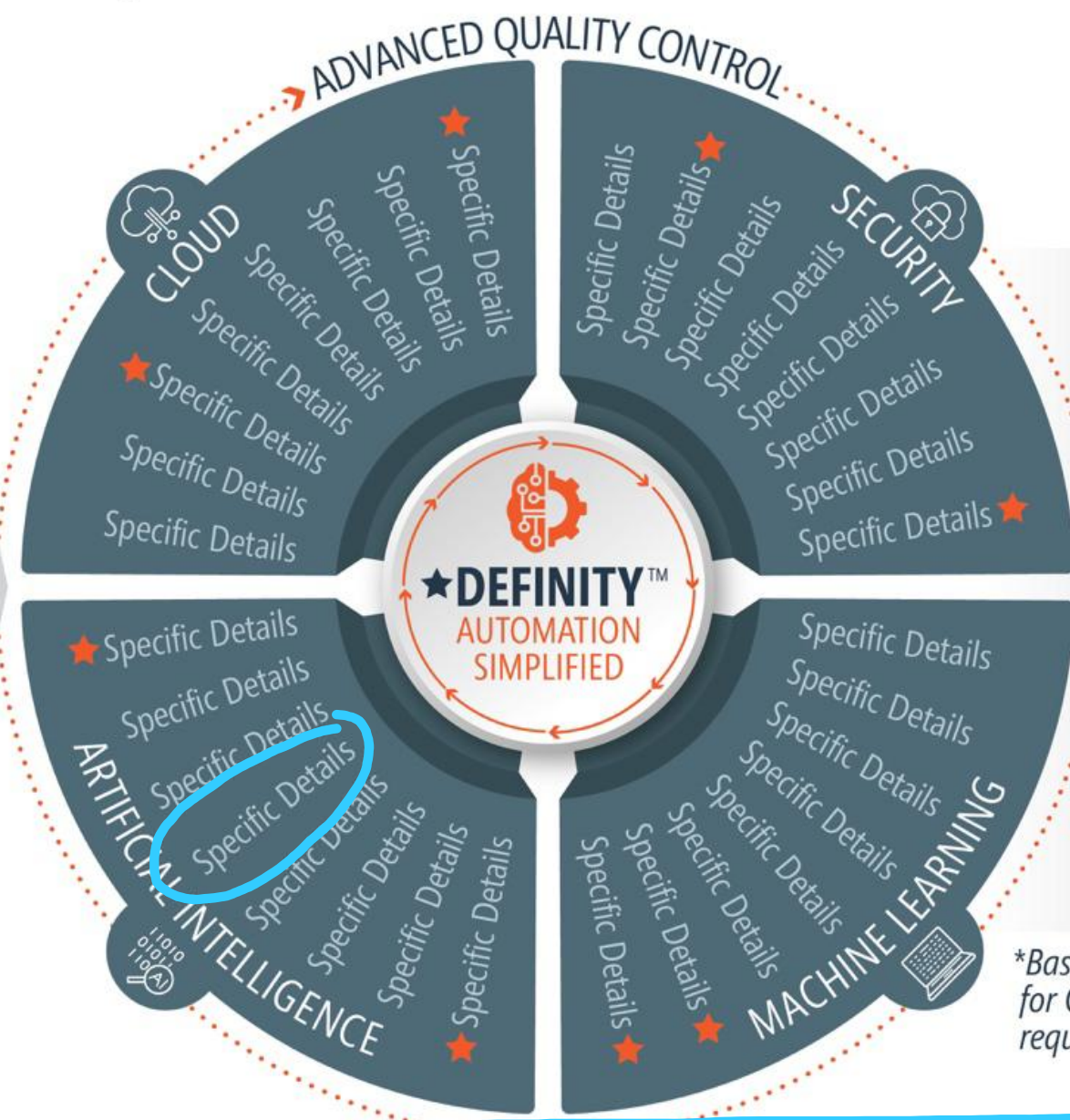
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- ✓ Automation
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- ✓ Key outputs

 **SIMPLIFY TASKS**

 **LOWER COST 18%***

 **CUSTOMER CENTER of EXCELLENCE**

**Based on findings on Project X for Customer Name with similar requirements.*

Figure 2.0: Simplify tasks, lower cost 18%*, and be the customer center of excellence for IT support with New Tech's proven DIFINITY™ automation solution.

92%

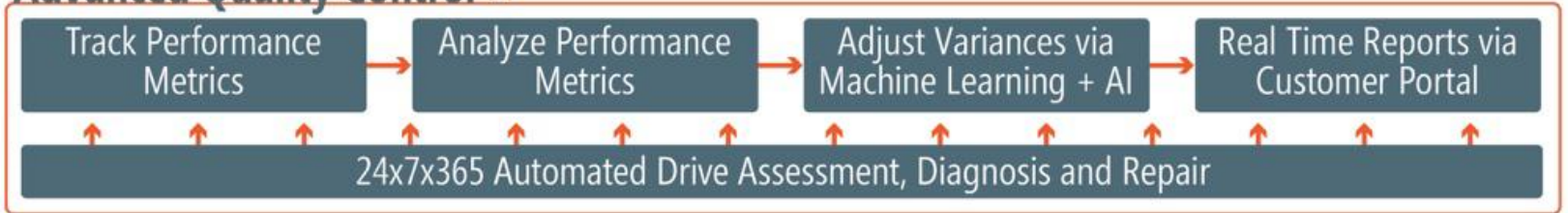
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Exceeds Requirements
CLOUD PERFORMANCE METRICS:
IOPS: 60,000
LATENCY: 1ms
MTBF: 2,000,000 hours

Advanced Quality Control ★



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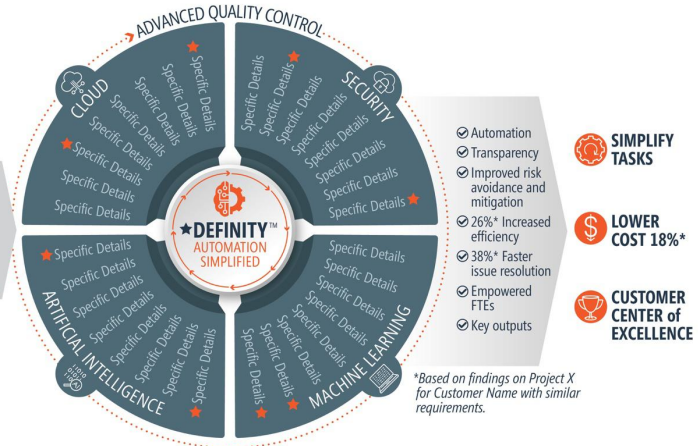


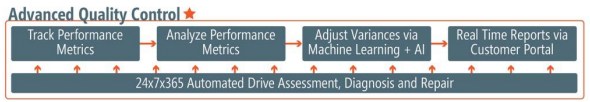
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Exceeds Requirements
CLOUD PERFORMANCE METRICS:
IOPS: 60,000
LATENCY: 1ms
MTBF: 2,000,000 hours



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Exceeds Requirements

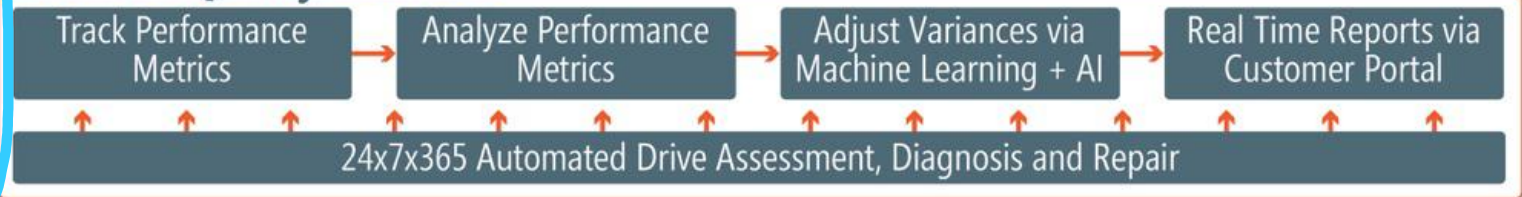
CLOUD PERFORMANCE METRICS:

IOPS: 60,000

LATENCY: 1ms

MTBF: 2,000,000 hours

Advanced Quality Control ★



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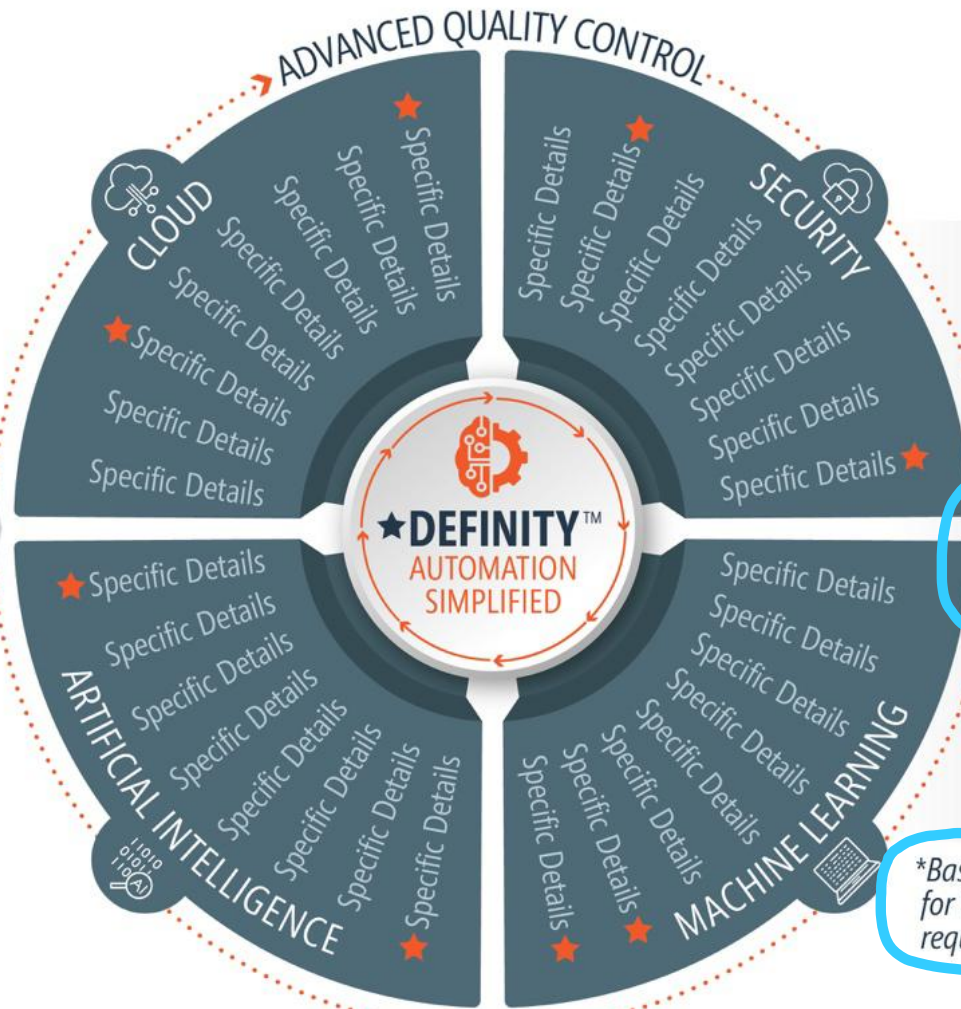
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CUSTOMER CENTER of EXCELLENCE

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Figure 2.0: Simplify tasks, lower cost 18%*, and be the customer center of excellence for IT support with New Tech's proven DIFINITY™ automation solution.

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CUSTOMER NAME
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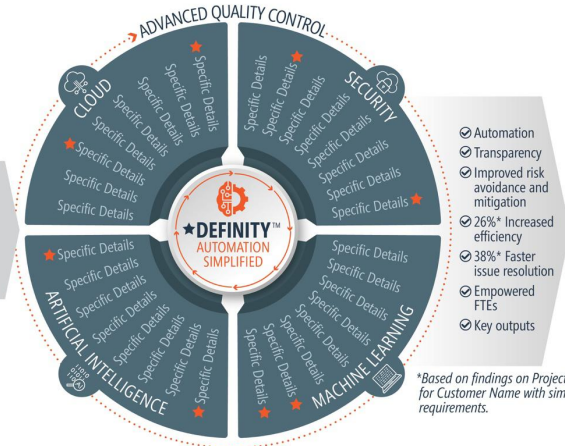
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- ☑ Automation
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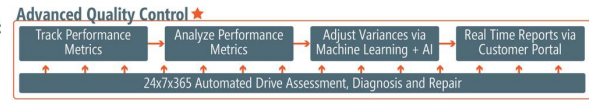
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Exceeds Requirements

CLOUD PERFORMANCE METRICS:
IOPS: 60,000
LATENCY: 1ms
MTBF: 2,000,000 hours



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Question: Do evaluators really read what is written or do they focus on graphics or callout boxes?

Answer: (Jacob Bertram, Federal Government contract operations at GSA, FAS, DCMA, and DCAA)

"[Many] evaluators ... are pressed for time. Proposals are not meant to be read ... they are meant to be scored."

"Executive summaries are key and also the callout boxes, tables, graphs—things that an evaluator can copy and paste into their notes ... something like bolding or italicizing. Something to draw their attention to it."

"The overall format of the proposal is important, the way it looks, the graphics ... So, build that graphic library ... **That's going to really move your proposal up there.**"

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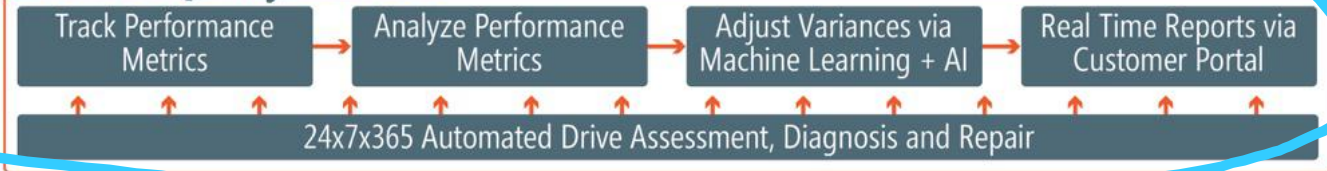
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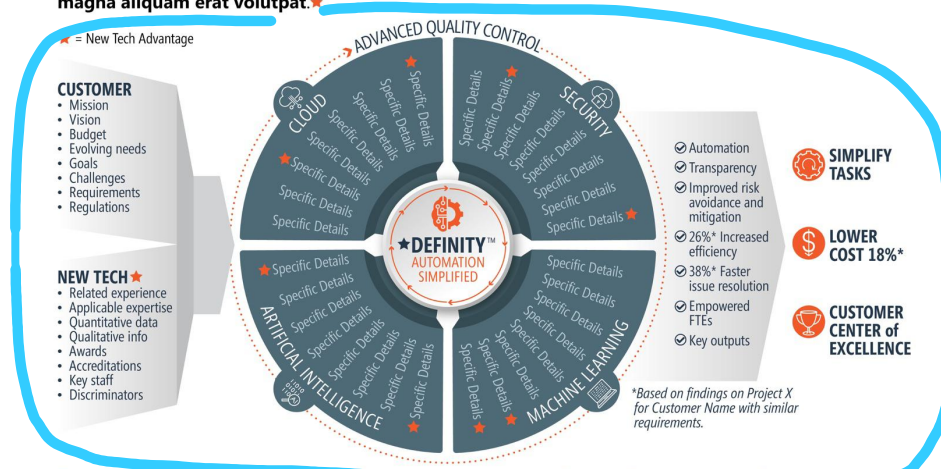


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CRITICAL!

3 ARCHETYPES

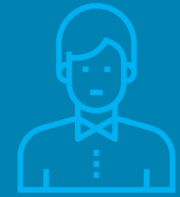


STRATEGIC
FOCUS

BUILD



ACTUAL
FOCUS



EVALUATION
FOCUS

TRUST

Make it easy for me to evaluate.

Give me the big picture.

Solution tied to goals and objectives.

Prove it... quickly!

May not be as technically proficient, if at all.

Needs to see realistic program/project-level risk avoidance and mitigation.

Best solution for the price. (Price may/may not be the key driver.)

Make it easy for me to evaluate.

Very detailed, practical, and executable information.

Is technically proficient.

Needs to see realistic task-level risk avoidance and mitigation.

Price not often a driver.

Make it easy for me to evaluate.

Low interest in the program/project's execution.

May not be as technically proficient, if at all (generalist?)

Follow a "checklist."

Needs to see risk mitigation plan.

Price is driven by budget.



CUSTOMER NAME
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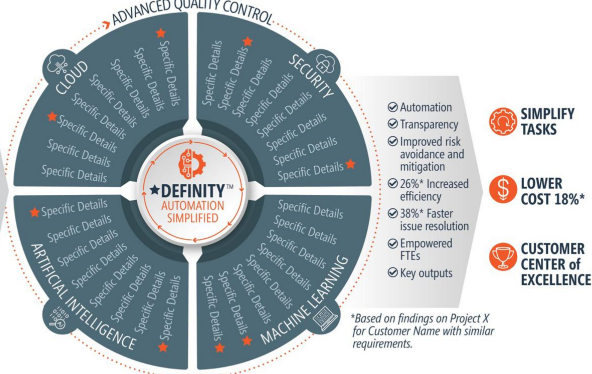
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* = New Tech Advantage

- CUSTOMER**
- Mission
 - Vision
 - Budget
 - Evolving needs
 - Goals
 - Challenges
 - Requirements
 - Regulations

- NEW TECH**
- Related experience
 - Applicable expertise
 - Quantitative data
 - Qualitative info
 - Awards
 - Accreditations
 - Key staff
 - Discriminators



*Based on findings on Project X for Customer Name with similar requirements.

Figure 2.0: Simplify tasks, lower cost 18%*, and be the customer center of excellence for IT support with New Tech's proven DIFINITY™ automation solution.

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92% OF TASKS SIMPLIFIED WITH DIFINITY'S ADVANCED AUTOMATION IN THE FIRST 12 MONTHS.

Customer Name Project X DIFINITY™ lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit

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CUSTOMER NAME
RFP NAME
RFP #0023143
Volume Name
Date

SECTION 2.0: TECHNICAL EXECUTION

Customer Name simplifies tasks, lowers cost 18%, and remains the customer center of excellence for IT support with New Tech's DIFINITY™ automation solution as proven on Customer's Project X. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

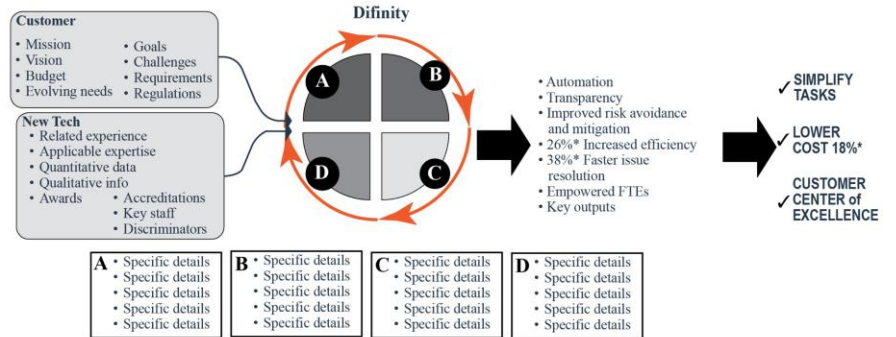
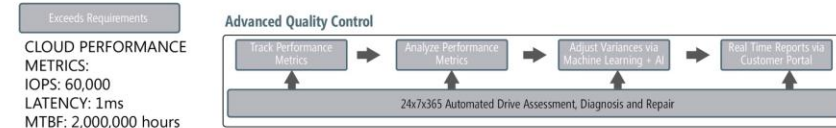


Figure 2.0: Simplify tasks, lower cost 18%*, and be the customer center of excellence for IT support with New Tech's proven DIFINITY™ automation solution.

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92% of Tasks simplified with definity's advanced automation in the first 12 months. Customer Name Project X DIFINITY™ lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit

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QUALITY COUNTS

FREE

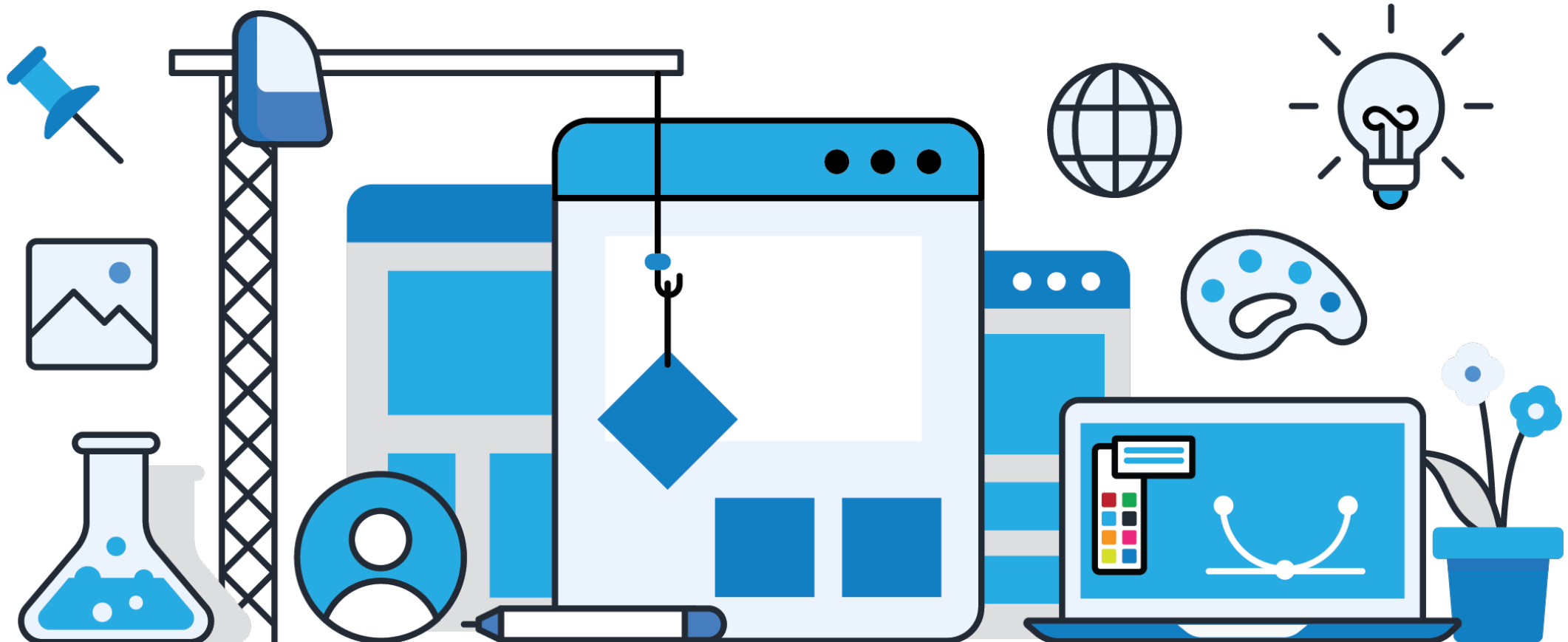
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HOW IT WORKS...

Efficient Order Fulfilment

- A **Customer Relations Expert** receives the order request and enters it into the **computer system**.
- The **tracking system** automatically checks availability and flags for shipment.
- The product is **packaged and shipped** to the customer.

STEP 1

Add text to your PowerPoint slide (e.g., bullets, sentences, paragraphs).

Customer Relations Expert



STEP 2

Click on **Insert Graphic** and add the best graphic for each keyword or keyphrase.

Efficient Order Fulfilment



STEP 3

Combine graphics and your text to visually explain anything. Share with anyone.



YOU GET...

- **Powerful software** that turns text into professional graphics in PowerPoint
- 1000s of professional, editable **proposal graphics** with low file sizes (new graphics are constantly added)
- A tool to **manage your library** of PowerPoint proposal graphics



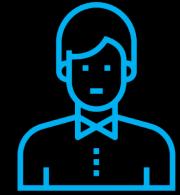
3 ARCHETYPES



STRATEGIC FOCUS



TACTICAL FOCUS



EVALUATION FOCUS

Help me trust that you, your company, and your solution will help us achieve our goals better than any other way.



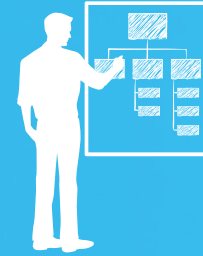
Make it easy for me to evaluate.
Give me the big picture.
Solution tied to goals and objectives.
Prove it... quickly!
May not be as technically proficient, if at all.
Needs to see realistic program/project-level risk avoidance and mitigation.
Best solution for the price. (Price may/may not be the key driver.)



Make it easy for me to evaluate.
Details, please.
Wants demonstrative evidence.
Seeks practical execution info.
Does it make the job easier or better?
Is technically proficient.
Needs to see realistic task-level risk avoidance and mitigation.
Price not often a driver.



Make it easy for me to evaluate.
Little to no vested interest in the program/project's execution.
May not be as technically proficient, if at all. (Generalist?)
Follows a "checklist."
Needs to see risk mitigation plan.
Price is driven by budget.



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