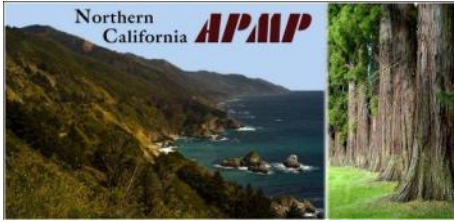


APMP NorCal Chapter's Member Meeting
April 1, 2010

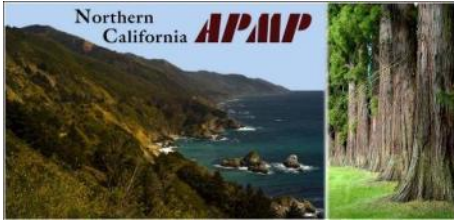
Clicking Our Way to Better Win Rates: Web-Resources for Proposal Management Perfection

Cynthia Mastro, Jeff Lewis, Jeff Stephens, Judy Herter, Meghan Dewey



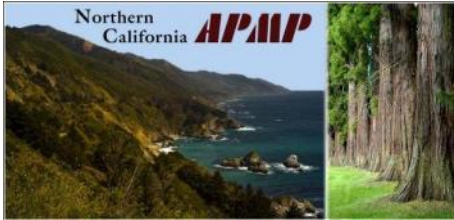
Topics

- Proposal Management Newsletters/Blogs
- Finding SBE/MBE/WBEs
- Clearer Writing Tools
- Online Print Vendors
- Graphics
- Presentation & Collaboration Tools
- RFP Notification Sites
- Knowledge Management
- APMP



Proposal Management Newsletters/Blogs

- We will be sharing information on the following newsletters/blogs dedicated to proposal management
 - Proposal Guys Blog
 - Pragmatech ListServe
 - Sant – Messages that Matter
 - Colbaugh & Heinsheimer
 - CapturePlanning.com
- Are there any others that you can share?



The Proposal Guys

The Proposal Guys

Jon and B.J.'s Proposal Blog

Strategic Proposals website
Contact Jon
Contact BJ
"The Very Best of the Proposal Guys" (a brochure in PDF format).
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Ethical living

Posted by Jon on 30 March, 2010 under [APMP & accreditation](#), [Processes & best practice](#) | [Add your comment](#)

One of APMP's powerful contributions to the profession is its [code of ethics](#). It's hidden away on the APMP website, and is well worth a read if you've not looked at it lately:

Members of the APMP are expected to:

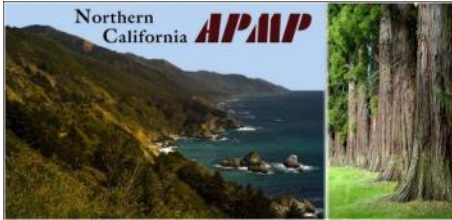
1. Comply with rules, government regulations, and laws in their respective countries, as well as other appropriate private and public regulatory agencies.
2. Ensure compliance with all rules concerning interaction with clients and Government liaisons.
3. Protect sensitive information and comply with all legal requirements for the disclosure of information.
4. Avoid conflicts of interest, or the appearance of same, and disclose to their employer or client any circumstances that may influence their judgment and objectivity.
5. Ensure that a mutual understanding of the objectives, scope, work plan, and fee arrangements has been established before accepting any assignment.
6. Represent the proposal profession with integrity in their relationships with employers, clients, colleagues, and the general public.

ARTICLES BY TOPIC

- [APMP & accreditation](#)
- [Interviews and the Panel](#)
- [Musings](#)
- [Processes & best practice](#)
- [Proposal Guys news](#)
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4



Pragmatech ListServe

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Pragmatech ListServ: An Online Community

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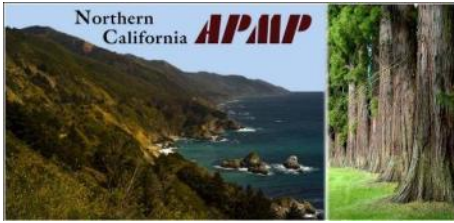
The Pragmatech ListServ provides RFP and proposal professionals, who use Pragmatech solutions, with an online user forum. The discussions are facilitated through an email distribution list - with messages sent to you as they occur or delivered on a weekly basis.

Discussion threads cover relevant topics including knowledge base management, document automation, presentation automation, proposal management, professional development, and other topics - not just Pragmatech products.

Recent Discussion Topics

- Content management
- Single versus multiple databases
- Securing feedback for content, automated applications, and from clients
- Use of customer logos in personalized sales materials
- Differentiating your answer from customers questions in RFP responses
- Open positions for experienced Pragmatech software users
- Telecommuting advantages and disadvantages
- Salary and bonus plans for proposal teams

www.salesedgellc.com/pragmatechlistserv.aspx



Hyde Park Partners: Dr. Thomas Sant

Free Help

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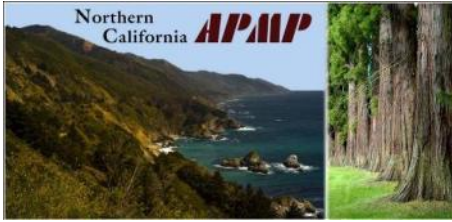



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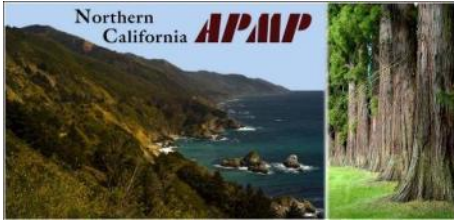
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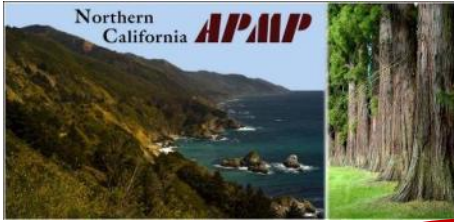
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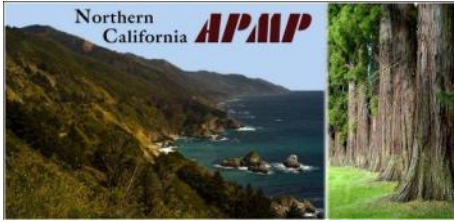
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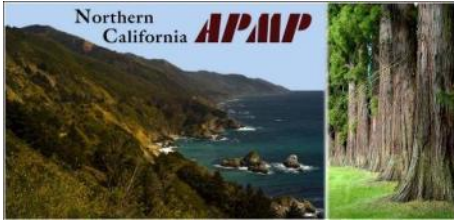
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U.S. Small Business Administration

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DSBS Quick Market Search

DSBS Welcome to the Dynamic Small Business Search

Use the "Quick Market Search" button above to go to the C

This is generally a self-certifying database. The SBA does not make any representation as to the accuracy of the information contained in this database. Certifications relating to 8(a) Business Development, HUBZone or Small Disadvantaged Business contracting officers diligently review a bidder's small business self-certification before award.

Location of Firm:

State(s): [\(How to make multiple selections.\)](#)

(any state)

- AL - Alabama
- AK - Alaska
- AA - American Atlantic (APO/FPO)
- AE - American Europe (APO/FPO)
- AP - American Pacific (APO/FPO)
- AS - American Samoa
- AZ - Arizona
- AR - Arkansas
- CA - California

Congressional District:

(Requires exactly one state from the list at left.)
2-digit numeric (leading 0 if 1 digit),
or AL for At Large

County: Select 1 State, then press Lookup

Area Code or Phone Number Initial Fragment, (1 to 12 characters, 999-999-9999 format)

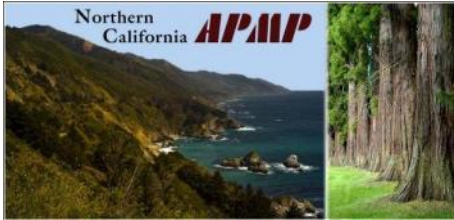
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Searchable database

State, metropolitan statistical area, zip code, NAICS code

Various certifications



SBA's Dynamic Small Business Search



Print

Exit

Help

DSBS

Quick Market Search

SBA Search Results

SBA Search Results

SBA Search Results

Table Listing, where

- the firm is active in searches;
- the firm is DBE-certified in: 'CA';
- the profile location is in: 'CA';
- the firm is currently SDB-certified;

and randomized by original start time of search: 2010-03-31 09:21:0

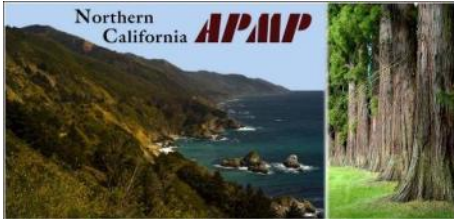
Data validation took 0.01 seconds. The count and search queries took 0.04 seconds and 0.07 seconds, respectively.

Displaying profiles 1 - 4 (of 4 profiles matching criteria):

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	
1	PIPKINS, JIM PIPKINS ELECTRIC	TONETTE PIPKINS	1944 EMERYVILLE CT CHULA VISTA, CA 91913-1644	8(A) AND CA SDB CERTIFIED! A SOLUTION FOR NEW AND OLD CONSTRUCTION. INSTALL ELECTROCOMMUNICATION, TRANSFORMERS AND
2	CPM PARTNERS, INC. CPM PARTNERS	SEVDA KORALTAN	402 W BROADWAY STE 400 SAN DIEGO, CA 92101-3554	We provide construction management support services for water, wastewater, transportation, infrastructure,

last modified: 09/10/2009 12:00:00 AM

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Utility Supplier Diversity Program

<http://www.cpuc.ca.gov/PUC/SupplierDiversity/>

Supplier's Search

Please use one or more of the search fields below to locate certified vendors.
If you need a description of any of the searchable fields, you may click the link that appears before the field.
If a "list" icon appears after a field, you may click it to display a searchable list of valid entries for that field.

Business Name / VON

WMDVBE Category **MBE - Minority-owned Business Enterprise**

Business Description

SIC Code

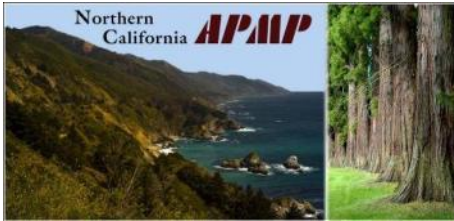
Search

Suppliers List

row(s) 1 - 15 of 162

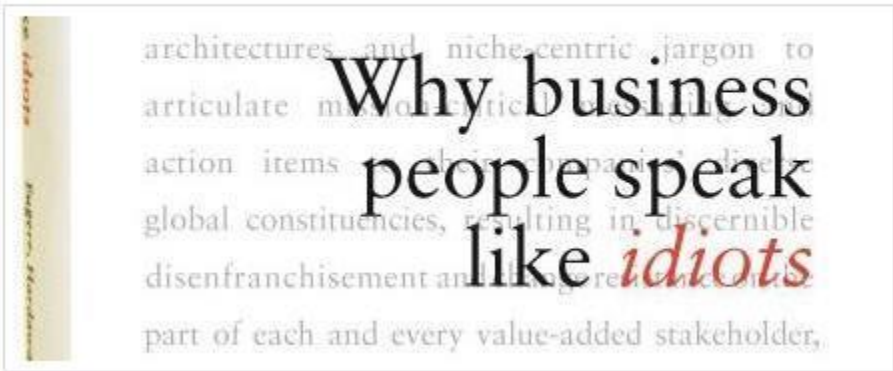
	Verification Order#	Business Name	Address
	8HN00040	SSM Consulting Group, LLC	P O BOX 1442
	9EN00062	Newex-SSG, LLC	1138 Oasis Street
	0AN00011	M-3 Construction	1501 Long Gate Road

Clearinghouse of women, minority, and disabled veteran-owned business enterprises



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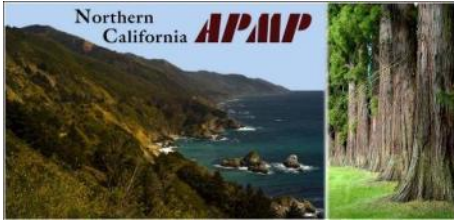
Some key allies in the fight against the bull.

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MS Word

Set the Readability Statistics to Display After Running the Spelling/Grammar Check in Word. Use customized settings for the check.

Readability Statistics

Counts

Words	51
Characters	345
Paragraphs	10
Sentences	1

Averages

Sentences per Paragraph	1.0
Words per Sentence	9.0
Characters per Word	5.6

Readability

Passive Sentences	0%
Flesch Reading Ease	47.3
Flesch-Kincaid Grade Level	8.8

OK

Require

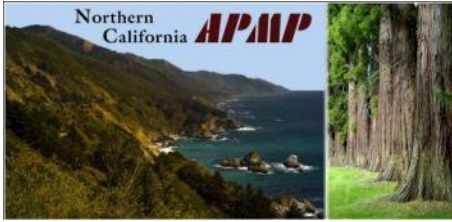
Comma required before last list item: always
Punctuation required with quotes: inside
Spaces required between sentences: 1

Grammar:

- Capitalization
- Fragments and Run-ons
- Misused words
- Negation
- Noun phrases
- Possessives and plurals
- Punctuation
- Questions
- Relative clauses
- Subject-verb agreement
- Verb phrases

Style:

- Clichés, Colloquialisms, and Jargon
- Contractions
- Fragment - stylistic suggestions
- Gender-specific words
- Hyphenated and compound words
- Misused words - stylistic suggestions
- Numbers
- Passive sentences



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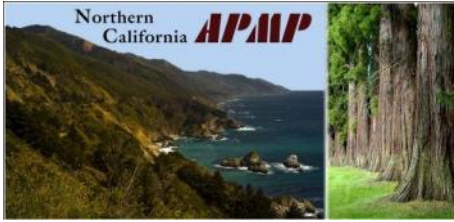
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- Preview/Edit
 - View Document in Binding selection and page through to review
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- Track
- Re-Order

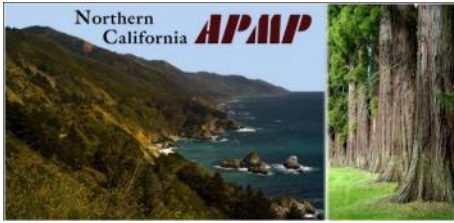
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24 Hour Company/Billion Dollar Graphics

- Customized Proposal Graphics - http://www.24hrco.com/about_us.shtml
- Mike Parkinson (Principal) author of “Billion Dollar Graphics”
 - Billion Dollar Graphics
 - <http://www.billiondollargraphics.com/bridgegraphic.html>
 - Biz Graphics on Demand - database of graphics
 - Download and customize (cost per graphic downloaded)
 - Get ideas for your own graphics
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About Us

Founded by Mike Parkinson, Billion Dollar Graphics (BDG) leverages the best practices of highly successful projects to increase your success rates and reach your goals.

Billion Dollar Graphics offers business, technical, design professionals, and organizations (for profit and not for profit) tools to be more successful using effective visual communication. Through BDG, Mike and his team offer conceptualization training and visual communication process improvement through books, on-site/on-line classes, and analysis of your organization's current graphic processes.

The Name
Using the processes, strategies, and techniques that Mike has developed, literally billions of dollars have been made for large and small organizations of every business type. The name "Billion Dollar Graphics" speaks to the value or benefit of using visual communication/graphics properly.

The Story
Billion Dollar Graphics was founded by Mike Parkinson. After working as a visual communications consultant in many competitive industries for 20 years, Mike learned and quantified what worked and what did not. His client's success rate increased significantly using the tools he developed.

In an effort to share the secrets and best practices he had learned and developed, Mike created seminars, courseware, and wrote articles and books about visual communication and practical, real-world applications.

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Bridge Graphic

A graphic metaphor depicting the connection or transition between two actions, concepts, or entities.

The following are bridge graphic samples:

Transition Management

Available Resources
Market Trending Analysis
Future Venture Funding
Client Requirements
Growth Focused Environment

Transition Management

- Prepare plan
- Assess current status
- Assess current resources
- Review plan
- Assess current culture
- Develop team building projects
- Monitor and analyze on activity
- Provide plan
- Change plan as needed

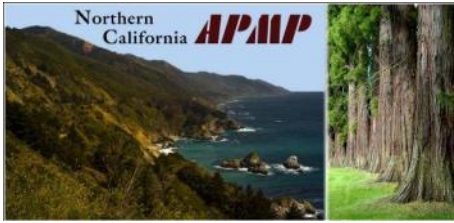
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Get 30 get 10 FREE!
Get 40 get 40 FREE!

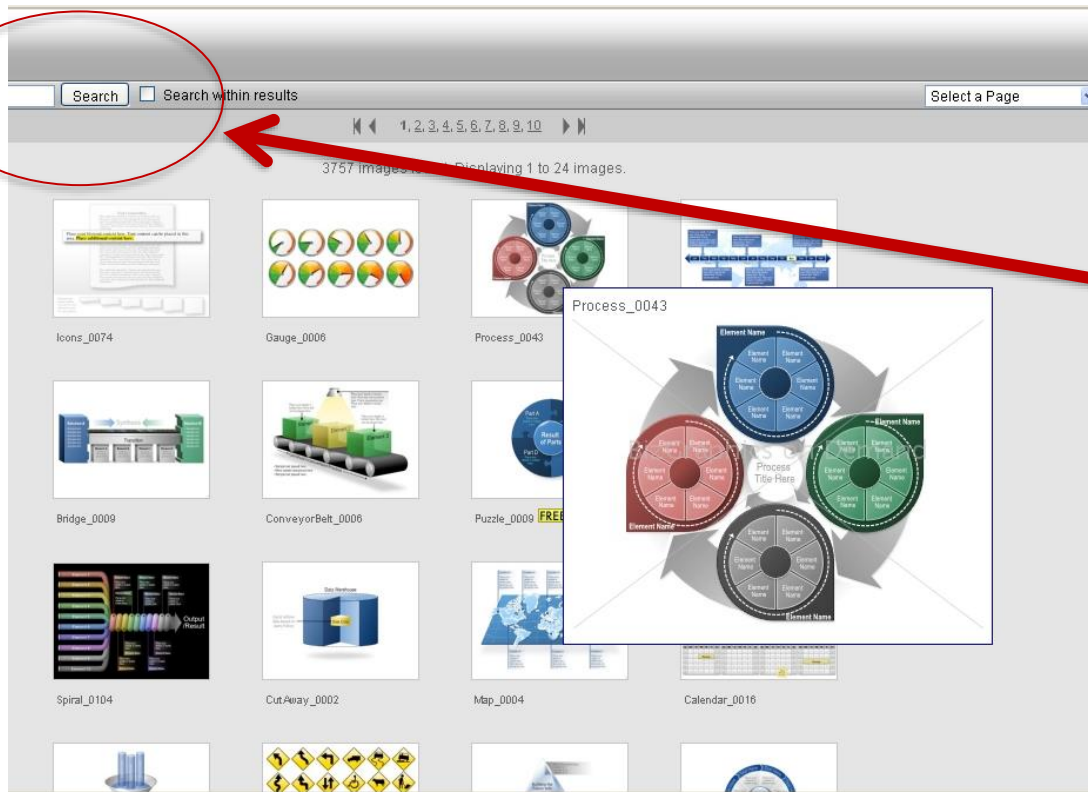
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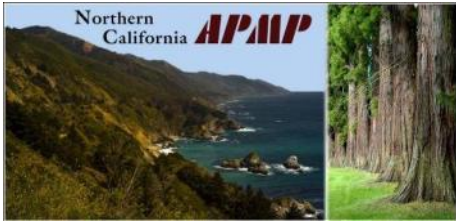


Billion Dollar Graphics Database

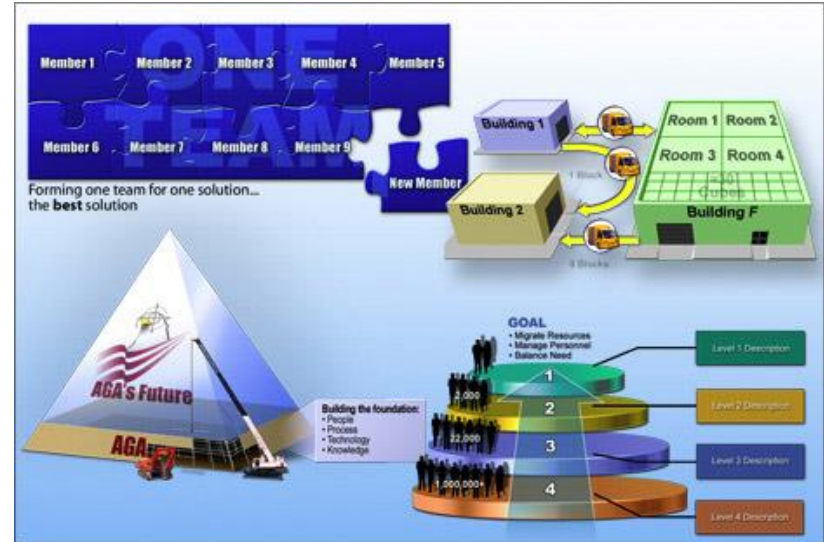


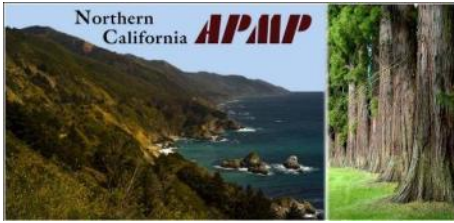
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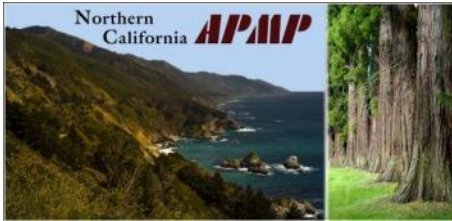
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- 

3 View original logo [concepts](#) online, in Project Central, in just 3 business days. These concepts will be created by some of the best designers in the industry. [Meet our designers](#).
- 

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- 

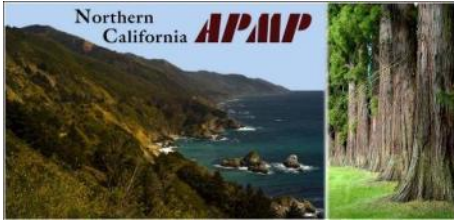
5 You'll get your final logo when you are satisfied with the last revision. [We'll give you](#) the final logo via download in all necessary file formats.

Logos in as little as 5 days

Creative brief

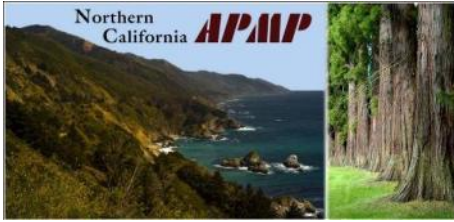
Multiple design concepts

Solicit input from colleagues



Concurrence Presentations

- **An electronic proposal experience**
- **Branded to your company**
- **Like an “electric binder”** (includes PDF, Word, Excel, PowerPoint, multi-media, and more in native format)
- **Navigation links that help reviewers find specific information**
- **Incorporate video and web resources**
- **Personalize and customize for the audience** (client’s logo and tailored messaging to clients’ interests)



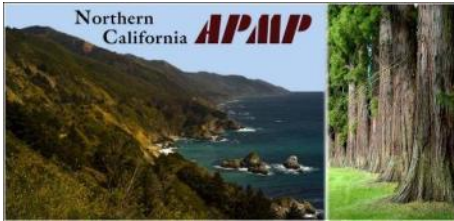
Concurrence Presentations



"Rather than providing a set of static files, Concurrence allows us to create an experience around content delivery. Whether the recipients are clients or internal users, we can ensure easy, intuitive access to exactly the content they're looking for, all within the context of our brand and relevant position."

Kelli Stephenson
VP Sales Effectiveness
Experian

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Collaboration

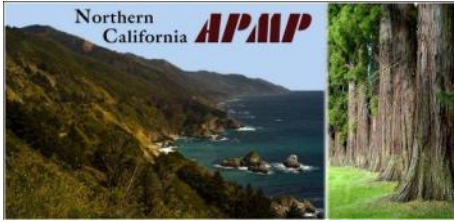
The screenshot shows the HyLighter web application interface. The main content area displays a document with several callouts pointing to specific sections:

- Proposals**: Points to the top section of the document.
- Business Transactions**: Points to a section titled "CHANGE CREATION" by Dale W. Lick.
- Publishing**: Points to a section titled "Application of Change".
- Technical Writing**: Points to a section titled "Application of Change".
- Legal Services**: Points to a section titled "Application of Change".

The right sidebar shows a list of highlights with their respective dates and authors. The bottom of the page contains a list of bullet points:

- Invite, accept and welcome change as a vital component in defining and achieving future success.
- Do **Back** up the things they want to design and deliver.

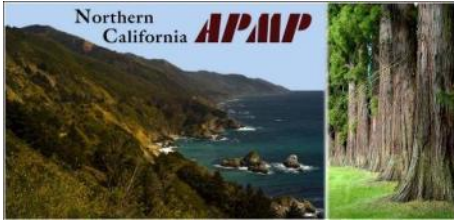
Put everyone on the same page



Bid Notification Sites

The screenshot displays the BidNet website homepage. At the top left is the BidNet logo with the tagline "Grow your Government Business". To the right are links for "Customer Login" and "Sign up", and a phone number "1-800-677-1997". A navigation menu includes "Home", "Our Bid Service", "About Us", "Why Us", "Agency Procurement Solutions", and "Contact Us". The main content area features a large background image of a classical building with columns and an American flag. Text on the page reads: "For over 25 years, we have helped businesses grow and succeed in the government contracting marketplace" followed by a button "See how we can help you". On the right side, there is a promotional box titled "GET A FREE Market Analysis" with a "Try BidNet Now" button and a testimonial from Estee Weisz of Elite Medical Products Inc. Below the main content are three sections: "BID SERVICE BENEFITS" with an image of a handshake, "OUR SERVICE OPTIONS" with an image of a calculator, and "SOLUTIONS FOR GOVERNMENT AGENCIES" with an image of people in a meeting.

<http://www.bidnet.com/>



Bid Notification Sites

FedConnect

Gateway to Federal Opportunities

FedConnect is an online marketplace where federal agencies post opportunities and make awards via the web. Any vendor can view public postings without registering. However, registered users have numerous added benefits including the ability to electronically submit responses to the government directly through this site.

Register as a Vendor
Becoming a registered FedConnect vendor is fast, free and gives you the ability to review, respond and communicate electronically with federal agencies.

If you submitted a registration request and are awaiting activation of your account, [click here to check the status.](#)

Search Public Opportunities
Click here to review all publicly available opportunities.

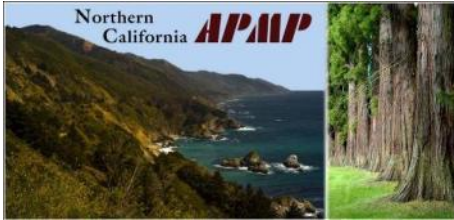
FedConnect Accessibility
Click here to learn more.

Have questions? Need help getting started? [Click here](#) to download our Ready, Set, Go Guide. If you still need help, either email support@fedconnect.net or call us at 1-800-899-6665.



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<https://www.fedconnect.net>



Bid Notification Sites

The screenshot shows the homepage of the BidSync website. At the top left is the BidSync logo, which consists of a blue and orange circular arrow icon and the text "BIDSYNC Powered by RFP Depot". To the right of the logo are navigation links: "home", "about", "contact", "FAQ", and "sitemap". Further right is a "Secure Login" button and a link for "Forgot your password?". Below the navigation is a blue horizontal bar with menu items: "Home", "Free Registration", "Bid Search", "Procurement", and "Agency Directories". The main content area features a large banner with a photograph of a man and a woman working at a laptop. The banner text reads "Instantly Access 1000s of FREE bids and RFPs". Below the banner are two buttons: "Why BidSync?" and a large yellow arrow pointing right that says "Register for FREE! Click Here". Below the banner is a section titled "RFP, Government Contracts and Government Bids" with a sub-heading "Win More Government Contracts with BidSync". The text below this section describes the service. To the right of this text is a yellow 3D stick figure icon with arms raised. Further right is a testimonial box titled "See what our clients think..." with a quote from Louis Chompff, A 'n D Cable Products.

home | about | contact | FAQ | sitemap

BIDSYNC
Powered by RFP Depot

Secure Login
[Forgot your password?](#)

Home Free Registration Bid Search Procurement Agency Directories

Instantly Access 1000s of FREE bids and RFPs

Why BidSync?

Register for **FREE!**
Click Here

RFP, Government Contracts and Government Bids

Win More Government Contracts with BidSync

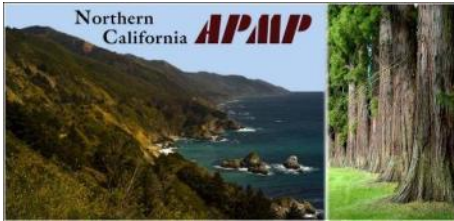
Each day thousands of government contracts, government bids, and requests for proposal (RFP) are posted across the web. BidSync finds these state, local and federal bid solicitations and conveniently routes them straight to you or your staff. With BidSync's free

See what our clients think...

"We have been using BidLync for the last year and are very satisfied with the information and format they provide... I recommend BidLync and will continue to use the service"

Louis Chompff, A 'n D Cable Products

<http://www.bidsync.com/>



Bid Notification Sites

Bid Search

Current Bids [?](#)

[Public Contracts](#) [Progress Payments](#)

SEARCH

Title & Description
 Bid Number

California

All Organizations

Miles:

Zip:

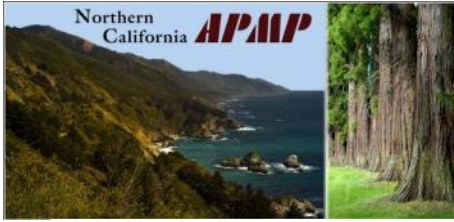
NIGP [\(View\)](#)
 All NIGP Classifications

UNSPSC [\(View\)](#)
 All UNSPSC Classifications

Current Bids
 2009 - 2010 Past Bids
 2007 - 2008 Past Bids
 2005 - 2006 Past Bids
 2003 - 2004 Past Bids

[Back to Map](#)

BID	DESCRIPTION	AGENCY	LOC	TIME LEFT
1003-004	LED Traffic Signal Bulbs RFP	Contra Costa County	CA	3 hrs, 49 min
1003-008	Moving RFP	Contra Costa County	CA	3 hrs, 49 min
1003-009	Roofing Services RFP	Contra Costa County	CA	3 hrs, 49 min
299-547803-P...	Perimeter Gas Monitoring Probes Construction and Abandonment... IFB	County of Orange	CA	5 hrs, 49 min
299-547803-P...	Perimeter Gas Monitoring Probes Construction and Abandonment... IFB	County of Orange	CA	5 hrs, 49 min
128473	WANTED TO LEASE BY THE STATE OF CALIFORNIA - Tustin RFO	State of California	CA	5 hrs, 49 min
PURRFQSC1000...	Upfitting of a 2010 F350 SRW w/ Service Body RFQ	Yolo County	CA	6 hrs, 49 min
PURRFQSC1000...	Upfitting of a 2011 F250 w/ Service Body & Winch RFQ	Yolo County	CA	6 hrs, 49 min



Bid Notification Sites



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Company Overview Investor Relations

MEMBER LOGIN

Username

Password GO

Links From **ONVIA**

BUSINESS TOOLS:
Access guides to government contracting

LOCAL CONTRACTING:
An introduction

SUBCONTRACTING:
An introduction

CONNECTING BUSINESS AND GOVERNMENT TO OPPORTUNITIES ONLINE

DO YOU WANT TO SELL TO GOVERNMENT?

Connect your business easily to targeted sales opportunities, secure a competitive advantage, and protect and grow your market share with Onvia.

ARE YOU A GOVERNMENT AGENCY?

Reduce costs and save money by increasing competition for your bids, quotes and RFPs.

VIEW BID OPPORTUNITIES

View current bid opportunities in your area -- or across the country -- that match your products and services.

To subscribe, or for help with your current account, please call: (800) 711-1712.

If you are a government agency, please call: (800) 331-5337.

New Agencies in the Onvia Network:

- Baytree Community Development District, FL
- Islamorada, Village of Islands, FL
- San Diego Unified School District, CA
- The University of Texas at San Antonio, TX
- City of Trenton, FL
- City of Saint Paul, MN
- Howard County Public Schools, MD
- Village of Bridgeview, IL
- Village of Downers Grove, IL
- Broward Community College, FL
- Newark Public Schools, NJ
- City of Bullhead City, AZ
- County of Monterey, CA
- City of Crescent City, FL
- Orange County Public Schools, FL
- City of Wasilla, AK
- City of Fayetteville, AR
- Flagler County Board of County Commissioners, FL
- City of DeSoto Public Works, TX
- City of Greenville, TX
- WV Parkways Authority, WV
- City of North Port, FL
- City of Lancaster, CA
- City of Eustis, FL

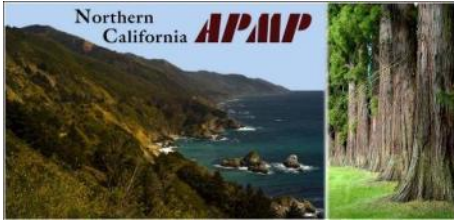
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Educational and Healthcare

Commercial and residential infrastructure projects

<http://www.onvia.com> and <http://www.recovery.org/>



Sant Software



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Sales Proposal Software



RFPMaster®

RFP Response Software



PresentationBuilder™

Presentation Management Software



ProSearch™

Easy Access to Sales Content



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Compare our products

Comparison	RFPMaster	ProposalMaster	PresentationBuilder	ProSearch
Respond to RFP Questions	X			X
Collaborate with Colleagues on RFPs	X			X
Create Proactive Sales Proposals		X		
Create Any Structured Sales Document		X		
Create Tailored PowerPoint Presentations			X	
Search for Sales Content	X	X	X	X
Edit Content in the Database	X	X	X	
Available to Deploy 'On Demand' or 'On Premise'	X	X	X	X



CONTACT US
We're here to help

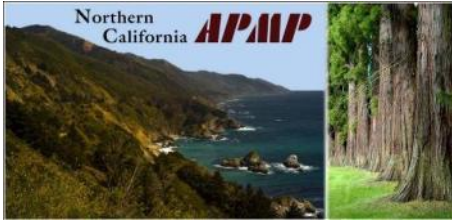


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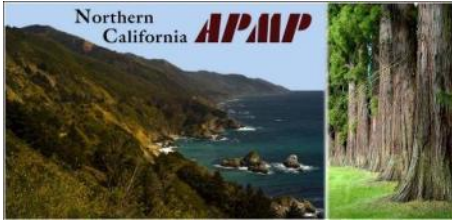


<p><u>The RFP Machine</u></p>	<p>Proposal managers and content managers who are responsible for maintaining content for the company's RFP responses and critical customer communications use The RFP Machine. The RFP Machine provides a complete RFP response solution, including content management capabilities and response capabilities that make answering RFPs a fast and easy proposition.</p>
<p><u>RFP Express</u></p>	<p>Sales people and proposals professionals use RFP Express to easily access and use sales-ready responses to RFPs and other customer requests for information.</p>
<p><u>The RFP Tracking System</u></p>	<p>Proposal and business development managers use The RFP Tracking System to facilitate scheduling, recording, and monitoring proposal activity throughout your organization.</p>
<p><u>The Proposal Automation Suite</u></p>	<p>Content managers and proposal professionals use The Proposal Automation Suite to create automated documents and proposal templates - allowing sales and other team members to generate proactive proposals, statements of work, and other documents in minutes rather than hours. The Suite also provides robust RFP response functionality that allows RFP responders to rapidly find the best answers and craft their RFP proposals.</p>
<p><u>Proposal Express</u></p>	<p>Sales people and proposal professionals use Proposal Express to rapidly generate selling documents that are professional, branded, customized and personalized to the needs of each customer. They use Proposal Express to create proactive proposals, statements of work, contract, letters, and other customer-facing communications.</p>
<p><u>Info Express</u></p>	<p>Info Express gives sales people and other customer-facing teams a web-based tool to access a Pragmatech database and quickly find content needed for sales-ready communications.</p>

Learn how the Pragmatech suite of solutions that can help you improve the sales performance of your team.

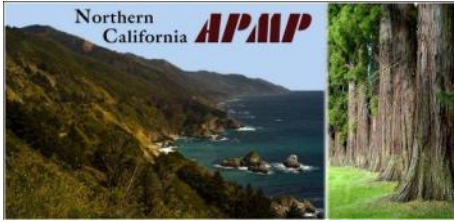
www.salesedge.com

[Request a Pragmatech Demonstration](#) - Improve your sales performance today! or www.kadient.com



Kadient Incite Knowledge

Express	Knowledge Manager
<p>Sales people, marketing, and proposal professionals use Express to find exactly the info they need and put that info to work to address a specific buyer's needs.</p>	<p>Marketing and content managers use Knowledge Manager to capture and deliver the most relevant and up-to-date info and messages that sales and others need to advance the buying cycle.</p>
<p>Google-like search and customizable search options - to rapidly find the "right" answers and sales-ready content</p> <p>Multiple ways to create personalized documents & presentations, and answer RFPs and questionnaires, using knowledge base content and built-in guidance & best practices</p> <p>Save and share favorite documents and presentations for reuse</p> <p>Share feedback to improve the quality and spectrum of selling content</p> <p>Privilege-based access to the most up-to-date content</p>	<p>Collect documents, presentations, and messages that work in the field</p> <p>Organize these materials for easy accessibility and optimal reusability</p> <p>Assign reviewers and deadlines to each content piece, and actively manage the update process</p> <p>Create and publish best practice documents and presentations that sales can easily use within Express</p> <p>Track and assess content usage and user activity</p>



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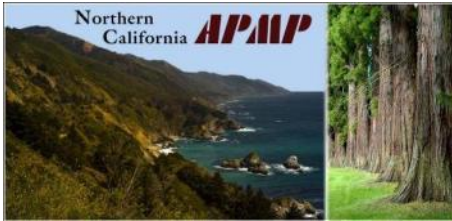
Proposal Blogs:



[Sant's Messages That Matter](#) - by Dr. Tom Sant, APMP Fellow and best-selling author, educator, and founder of The Sant Corporation. The Sant Corporation's award winning newsletter with practical advice to improve your business communication skills and proposal writing.



[The Proposal Guys](#) - by Jon Williams and BJ Lownie of Strategic Proposals, and APMP Fellows



APMP Websites

An Organization of Business Development Professionals Preparing for Success

Association of Proposal Management Professionals - Northern California (NorCal) Chapter

Serving California from Ventura County north to the California border

Home

NorCal APMP is your exclusive source for the information, knowledge and connections essential to your success as a business development professional!

The Northern California Chapter represents proposal professionals in a region that stretches from Ventura County, California to the Canadian Border. We currently have a membership of 50, who represent organizations from consultants, to military, to aerospace, to dot.com, to education. We meet bi-monthly and all members are encouraged to participate in the on-line/WebEx meetings. Sponsored non-members are welcome to audit.

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