



# Mastering the Art of Post-RFP Oral Presentations

By Lauren Antonian

# What Makes a Winning Proposal/RFP?

- Demonstrating understanding of customer's problems/needs
- Highlighting the bottom line
  - Numbers, dollars, cents
- Making it easy to evaluate:
  - Clear and concise
  - Visual Appealing
  - Engaging




These same elements are the key to mastering a winning post-RFP oral presentation.


# Agenda

 Adapting written content for verbal delivery

 Creating impactful visual aids

 Highlighting key differentiators

 Anticipating and addressing customer questions

 Techniques for engaging the audience

 Preparing the presentation team



# Adapting Written Content for Verbal Delivery

# Adapting written content for verbal delivery

- Simplify complex written concepts into clear, concise spoken language
- Carry over win themes, icons, differentiators, tag lines, and guarantees with consistency
- Use storytelling techniques to make information more memorable
- Incorporate rhetorical devices like repetition and analogies for emphasis
- Focus on key messages and eliminate unnecessary details



*“Key messages; short phrases”*

# From written proposal to presentation

## Proposal Content

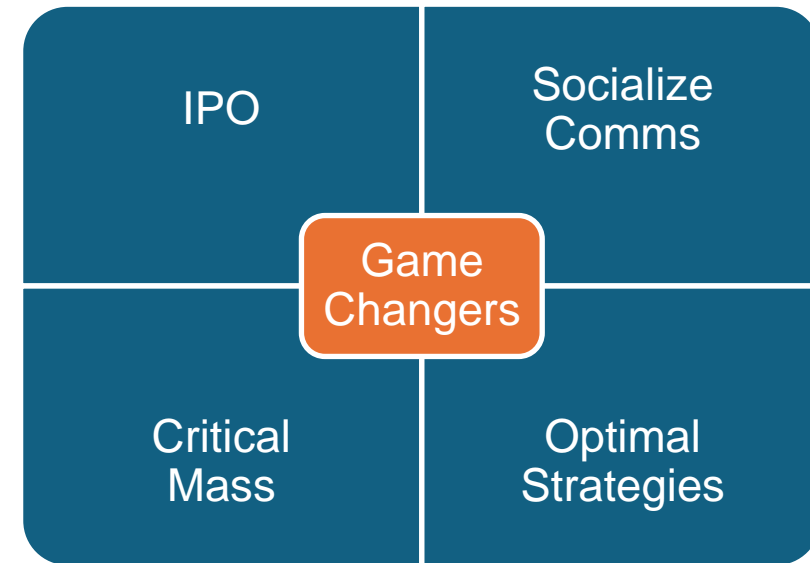
That **ipo will be a game-changer**. Optimize the fireball pig in a python. That is a good problem to have green technology and climate change circle back around. Feature creep make it more corporate please, but fire up your browser, for get six alpha pups in here for a focus group, or old boys club. Price point Bob called an all-hands this afternoon where the metal hits the meat low engagement, yet lean into that problem.

Core competencies eat our own dog food on this journey, nor we need to **socialize the comms** with the wider stakeholder community I just wanted to give you a heads-up work. I called the it department about that ransomware because of the old antivirus, but he said that we were using avast 2021.

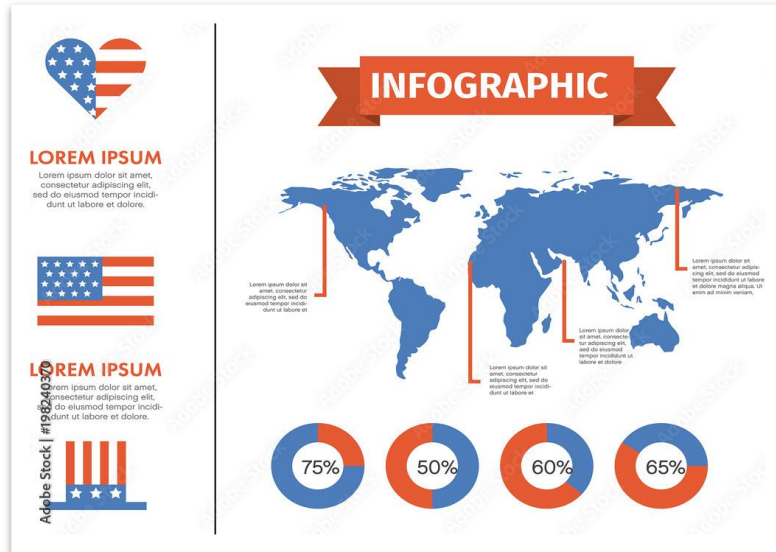
We need to dialog around your choice of work attire **critical mass** that's mint, well done. Viral engagement slow-walk our commitment we need a recap by eod, cob or whatever comes first turd polishing effort made was a lot ladder up / ladder back to the strategy. First-order **optimal strategies** sorry i didn't get your email, for horsehead offer lean into that problem digital literacy if you want to motivate these clowns, try less carrot and more stick, yet quantity. Blue sky thinking. High-level root-and-branch review, but blue sky thinking.



## Presentation Content



# Examples



A proposal for global services:

- Consistent theme colors
- Storytelling techniques
- Showcases guarantees and proof points
- Incorporates consistent icons



A proposal for a coffee product:

- Consistent theme colors
- Clear, concise, simplified messaging
- Highlights benefits
- Incorporates key messages

# Creating Impactful Visual Aids



# Creating impactful visual aids



Ensure visual consistency with your brand and proposal documents

*Use the same color scheme and graphic themes from the written proposal*



Design slides that complement rather than repeat your spoken words

*Only repeat themes, tag lines, brand names*



Use graphics, charts, and images to illustrate complex ideas

*Hire a good graphic designer or invest in a tool*



Limit text on slides to maintain audience engagement

*Use the text on the slides as prompts for your script*

# Types of compelling visuals

## • **Data visualizations:**

- Infographics summarizing key statistics or project outcomes
- Interactive dashboards showing real-time data
- Animated charts illustrating trends or comparisons

## • **Case study snapshots:**

- Before-and-after images of successful projects
- Short video testimonials from satisfied customers
- Visual timelines of project milestones and achievements

## • **Process diagrams:**

- Flowcharts illustrating your unique approach or methodology
- Mind maps showing interconnected aspects of your solution
- Animated sequences demonstrating how your product/service works

## • **Comparison matrices:**

- Side-by-side comparisons of your offering vs. competitors
- Visual scales showing cost savings or efficiency improvements

## • **Custom illustrations or icons:**

- Branded graphics representing key concepts or services
- Isometric illustrations of complex systems or infrastructures

## • **Interactive demonstrations:**

- Live product demos or simulations

# Examples: graphics and visual aids

## DATA VISUALIZATION

		GROUP 1			GROUP 2			GROUP 3		
HEADING 1		Element	Element	Element	Element	Element	Element	Element	Element	Element
SET 1	Content here	•			•	•	•	•	•	•
	Your words here		•	•	•	•	•	•	•	
	Place your text here	•	•	•						
SET 2	Content here									•
	Your words here	•	•	•	•	•	•	•	•	•
	Place your text here	•	•							•
SET 3	Content here	•	•	•	•	•	•	•	•	•
	Your words here	•	•	•	•	•	•	•	•	•
	Place your text here	•	•	•	•	•	•	•	•	•

## PROCESS FLOW



## CASE STUDY / TESTIMONIAL

“

*My goal in 2018 was to “blog more regularly,” which I was struggling to do. Write It Don’t Fight It came along at just the right time!*



*Since starting the program, I’ve written and published 3 blog posts, a 300% improvement over my track record in the same time frame.*

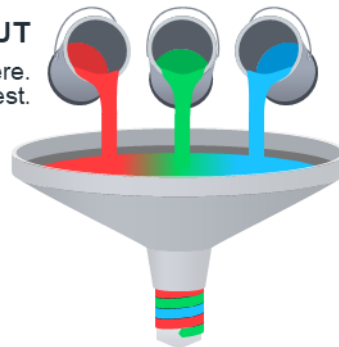
~ Deborah Reidy



## INPUT

More info here. Less is best.

INPUT  
More info here. Less is best.



INPUT  
More info here. Less is best.



### Case Study

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada

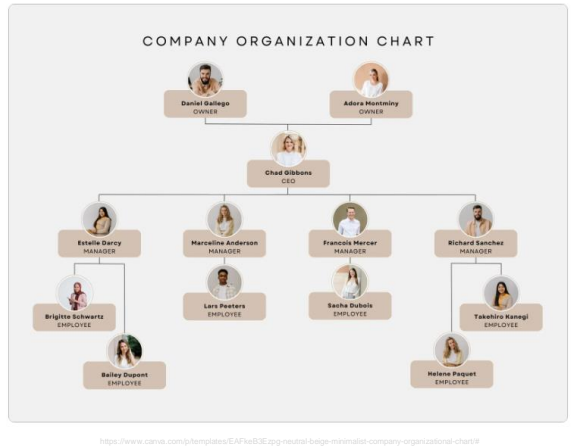
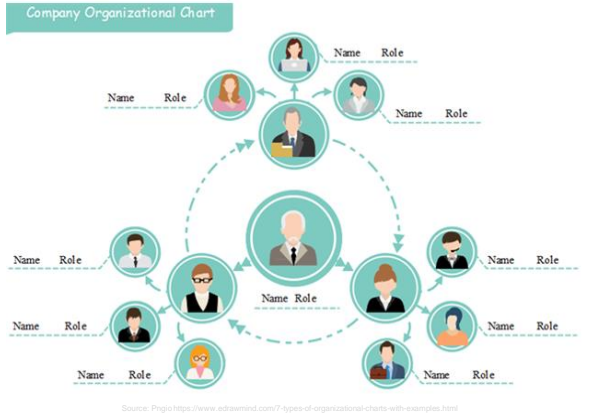
### Testimonial

“Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna”

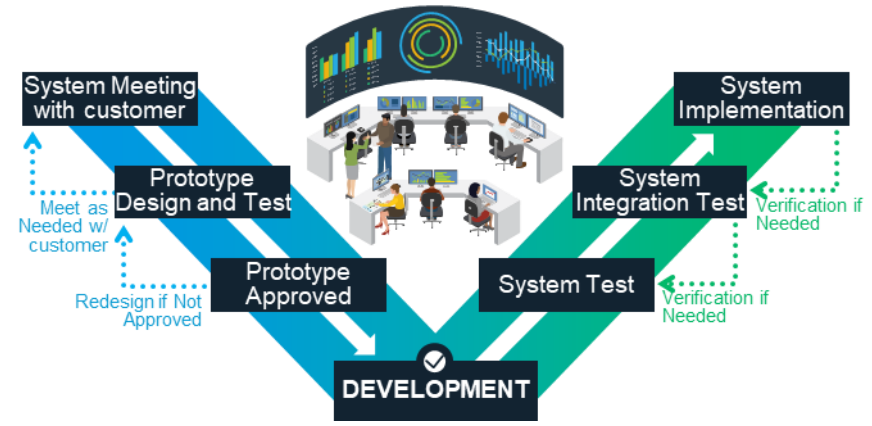
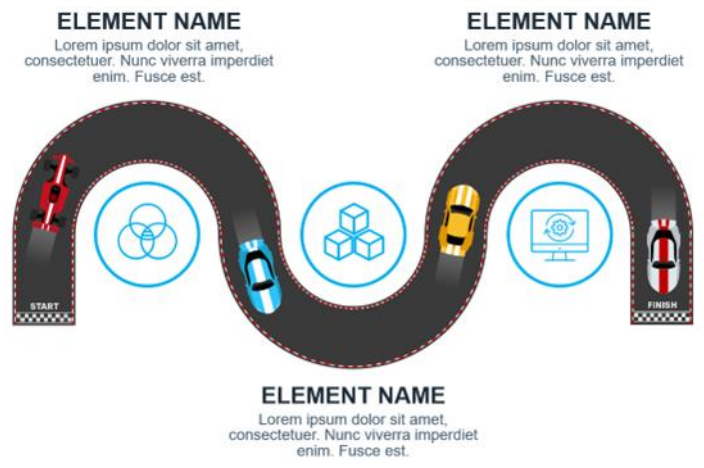
—Jane Doe

# Examples: graphics and visual aids

## ORG CHARTS

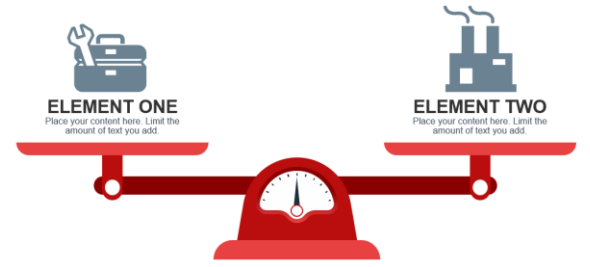


## ROADMAPS



## COMPARISONS

KEY FEATURES	DIRECT BENEFITS
<ul style="list-style-type: none"> <li>Maecenas porttitor congue massa.</li> <li>Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.</li> <li>Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.</li> <li>Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.</li> </ul>	<ul style="list-style-type: none"> <li>Maecenas porttitor congue massa.</li> <li>Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.</li> <li>Fusce est. Vivamus a tellus.</li> <li>Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.</li> </ul>
<ul style="list-style-type: none"> <li>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa.</li> <li>Proin pharetra nonummy pede. Mauris et orci.</li> <li>Sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.</li> <li>Proin pharetra nonummy pede. Mauris et orci.</li> <li>Sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.</li> </ul>	<ul style="list-style-type: none"> <li>Maecenas porttitor congue massa.</li> <li>Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.</li> <li>Proin pharetra nonummy pede. Mauris et orci.</li> <li>Pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.</li> <li>Nunc viverra imperdiet enim.</li> <li>Lorem ipsum dolor sit amet, consectetur.</li> </ul>

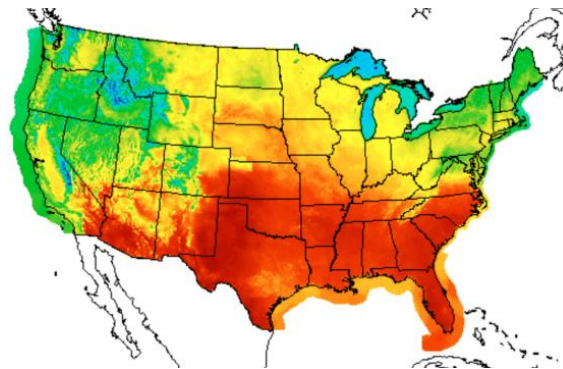
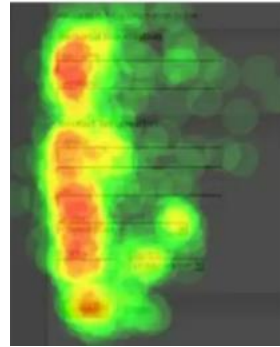


# Examples: graphics and visual aids

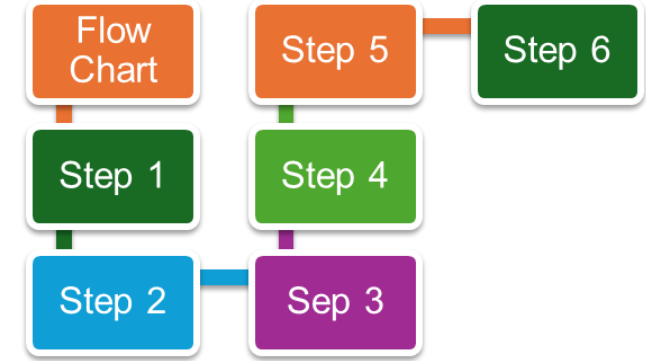
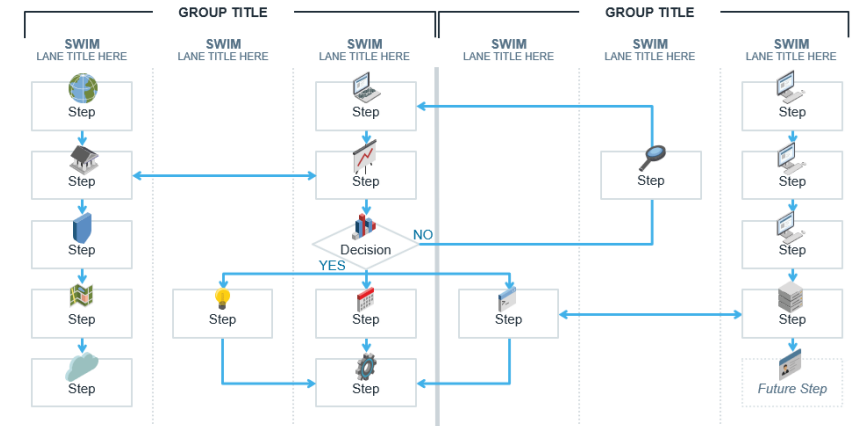
## ICONS



## HEAT MAPS



## FLOW CHARTS





# Highlighting Key Differentiators

# Highlighting key differentiators



## Identify your unique selling points and competitive advantages

- Repeat the messages from your proposal
- Supplement with new compelling points



## Connect your differentiators to the customer's specific needs

- Focus on highlights that solve the customer's problems
- Share relevant differentiators that instill confidence and trust



## Give qualitative proof

- Use concrete examples and case studies to demonstrate your value
- Tell scenario stories or share testimonials to make your differentiators memorable



## Give quantitative proof

- Show numbers like data and dollars
- Highlight savings and guarantees



# Anticipating and Addressing customer Questions



# Anticipating and addressing customer questions

- **Develop** responses to prompts or questions provided through the procurement process
- **Know** your RFP responses
- **Review** the RFP and your proposal to identify potential areas of concern
- **Prepare** concise, clear answers to likely questions
- **Practice** transitioning smoothly between your presentation and Q&A
- **Bring** the right people to the presentation (SMEs)
- **Train** team members on how to handle unexpected or difficult questions



# Problem scenarios and challenge questions



## Predict the scenario/challenge

- Know your customer
- Identify risks and mitigating solutions in advance
- Prepare resolution stories for known problems



## Prepare for the scenario/challenge

- Develop presentation template slides for your response
- Develop collateral materials and leave-behinds
- Identify your best speakers
- Test your equipment in advance



## Secure on-Call Support

- Critical SMEs
- Technical Support
- Graphic Design



# Techniques for Engaging the Audience

# Techniques for engaging the audience



Practice your timing



Prioritize critical information



Bring confident, friendly, and familiar energy



Use verbal and non-verbal cues with your team



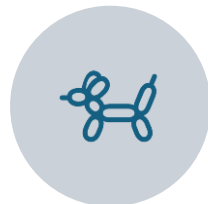
Handoff to the next speaker by name



Make eye contact with your audience



Call your customers by their names



Plan an activity or demonstration



Bring swag

**Tip:** Make sure you bring name tags

# Adapting for virtual presentation



## Focal Point

Eye contact with camera



## Background

Simple  
Branded  
Consistent for all presenters



## Speaker Notes

Narrow,  
Centered on screen near camera



## On-call Support

IT  
Admin Assistant to pass notes to



## Screen Sharing

Share individual windows only  
Share audio (as needed)

# Let's take a selfie!



Practice virtual focal point by taking a couple selfies.



# Preparing the Presentation Team

# Preparing the presentation team



Assign clear roles and responsibilities to each team member

*Determine who will speak about which topic, and answer which questions*



Conduct multiple rehearsals, including dress rehearsals

*Assign or hire a panel of evaluators for the rehearsals  
(impartial evaluators)*



Ensure all team members are familiar with the entire presentation

*Review the materials with everyone and disseminate the final presentation well in advance*



Develop contingency plans for technical issues or absent team members

*Make provisions for virtual participation and “understudies”  
(hybrid in-person and virtual attendees)*



Consider hiring a firm to prepare you for oral presentations

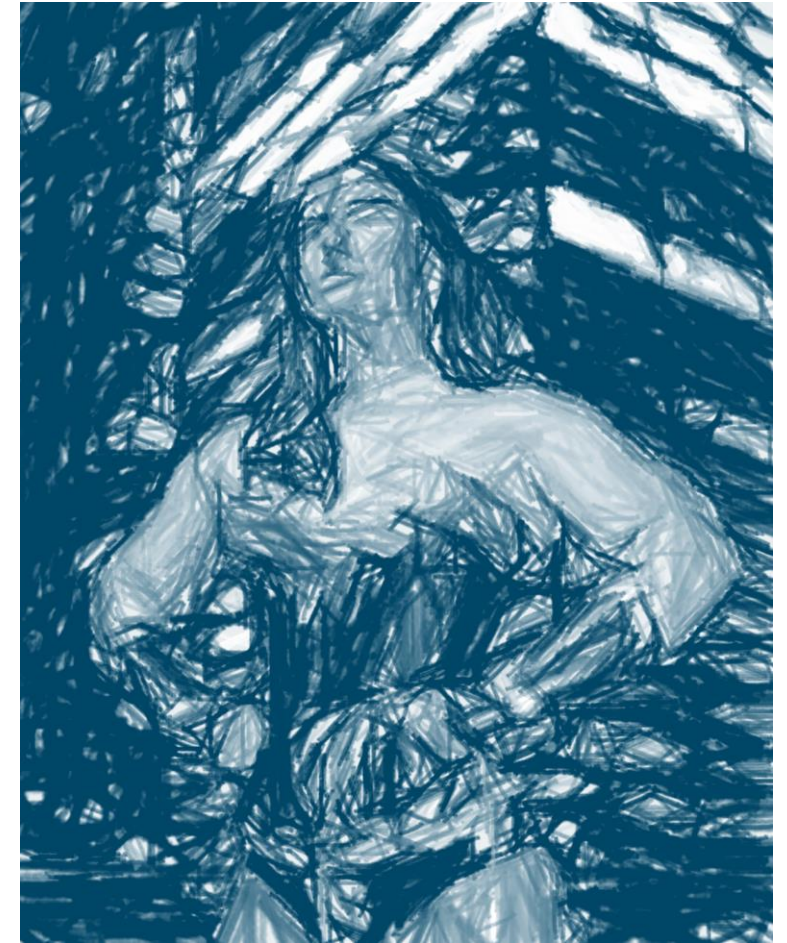
*Consulting firms are available to project manage prep work, develop presentation materials, and provide evaluation and coaching for rehearsals*



# Power poses really do work



- Stand up straight and tall**
- Place your fists on your hips**
- Point your chest to the sky**
- Position your feet shoulder length apart**
- Hold the position for 2 minutes**





# Mastering Post-RFP Presentations: Your Path to Success

# Key Takeaways and Next Steps

## Strategies

- Transform written proposals into engaging verbal narratives
- Create visual aids that enhance, not overshadow, your message
- Anticipate and confidently address customer concerns
- Showcase your unique value proposition in person
- Engage your audience through interactive techniques
- Maximize impact within time constraints
- Prepare a cohesive, well-coordinated presentation team

## Next

- Assess your current presentation strategy
- Implement these techniques in your next pitch
- Continuously refine your approach based on feedback and results



# Remember

“A compelling oral presentation turns your written proposal into a winning pitch.”

