



Freebies and Dollars

Effective Strategies for Rewarding Proposal Teams

Joseph Ayala
Director, Proposal Development Center
Teradata



"The deepest principle in human nature is the craving to be appreciated." – William James

The unsung heroes propelling growth

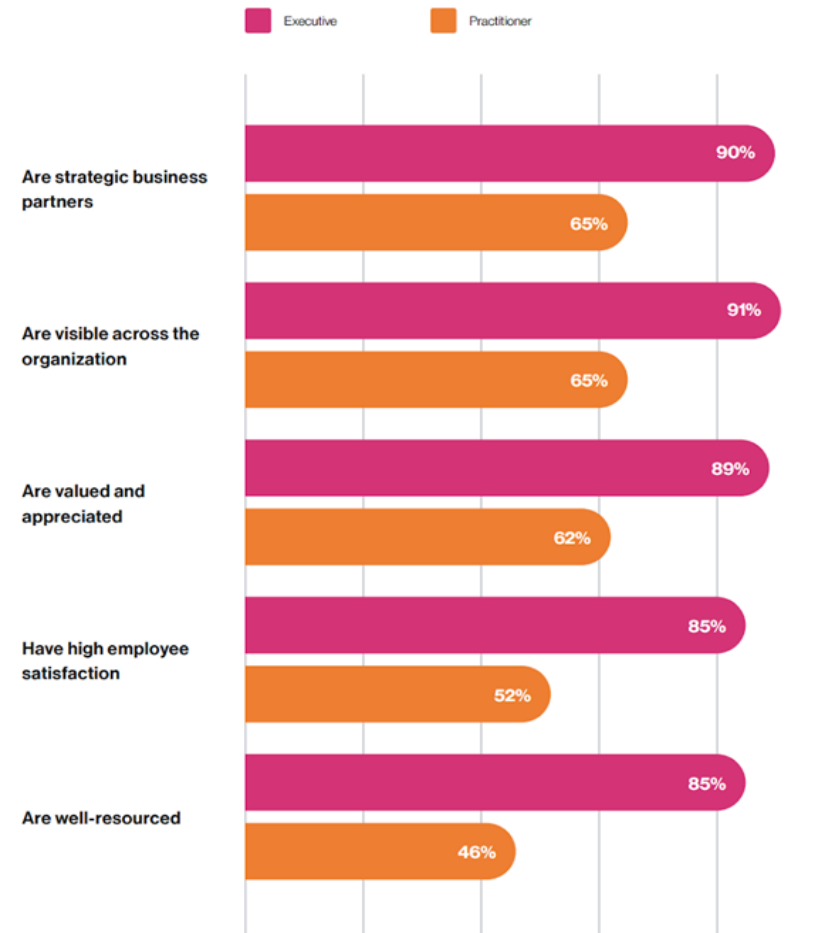
Most organizations have dedicated bid and proposal teams who focus on identifying and winning pursuits with the highest probability of success — all while managing the company's most valuable knowledge. 90% of survey respondents say that these teams are a direct and significant contributor to revenue, and 86% say they are a growth driver for the business.

There is also wide recognition that the importance of bid and proposal teams is on the rise. 88% of respondents view these teams as high impact, and 83% say that they are under increasing pressure — an unsurprising finding given that significantly more revenue this year has been attributed to bid, proposal, and capture activities. The uptick in buyer inquiries through formalized questionnaires and assessments — and their mounting complexity — also plays a role in elevating bid and proposal professionals' criticality.

Though there's general agreement on the vital role bid and proposal teams play in powering an organization's revenue engine, there are notable blind spots in how these teams are being perceived. Across the board, leadership is largely unaware that bid and proposal teams feel under-resourced and undervalued.

85% of executives (Directors, S/VPs, and C-Suite) say their bid and proposal teams are well-resourced, yet fewer than half of practitioners agree. Stark disparities exist on points of employee satisfaction and feeling valued, too. Only 52% of practitioners are highly satisfied at work. And though over 90% of executives say they consider bid and proposal teams visible, vital strategic partners, that perception isn't being equally felt — only 65% of practitioners feel that they're business partners who are well-known across their organization.

Perceptions of bid and proposal teams



Work Love Language



Observe: Take notice of how people react to certain affirmations

Ask: Take time to listen; no need to assume

Freebees



Team Meeting Praises
Email Recognition Forwards
Assist with RFPs
Win Wire Inclusion
Anniversary Announcements
Team Accomplishment Posts

"Appreciation can make a day, even change a life. Your willingness to put it into words is all that is necessary." – Margaret Cousins

Dollars



Implement an Award Program
Thanksgiving Gifts
Gifts of Appreciation

“Show me the money!”

“Treat your employees like they make a difference, and they will.” – Jim Goodnight

More Suggestions



What other
recognition programs
have you see work?

Call to Action



Proposal Manager

Be Brave; Encourage your manager to implement
“freebees and dollars”

Proposal Leader

Learn your team’s work love language
Implement “freebees and dollars”

"Recognition is not a scarce resource. You can't use it up or run out of it." – Susan M. Heathfield

Closing

