

TAKEAWAY GUIDE

Gaining Senior Executive Commitment and Investment for Your Proposal Team's Success



Success Strategies: Make Your Pitch

Prepare:

Gather relevant data, team objectives, and financial needs.

Illustrate:

Clearly show the value proposition through visuals, examples, and KPIs.

Tie:

Connect budget needs to company goals, strategic initiatives, and ROI.

Clarify:

Address potential objections, risks, and cost-benefit analysis upfront.

Highlight:

Emphasize the long-term impact, scalability, and success metrics.

Data points to frame your ask



Performance and Win Rates

- Total proposals submitted annually/quarterly
- Win rate percentage
- Proposal progression rate
- Revenue generated from successful proposals

Productivity and Efficiency Metrics

- Average time to complete a proposal
- Staff workload distribution
- Turnaround speed improvements

Financial Impact and ROI

- Revenue contribution per proposal
- Cost-benefit analysis
- Projected ROI

Industry Benchmarks and Competitive Positioning

- Benchmark data
- Competitive insights

Staffing and Capacity Needs

- Current headcount vs. workload demand
- Skills gaps
- Impact of burnout or turnover risks

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