



The Power of Influence

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

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Have you ever been there?



Learn the power of influence to persuade senior executives to invest in your proposal team



POLL:



**What are your
top barriers to
gaining investment
in your proposal team?**



Common reasons for a budget increase



**Increasing
Proposal Volume**



**Improving
Win Rates**



**Hiring and
Developing Talent**



**Upgrading
Technology**



**Changing
Landscape**





70%
of revenue
was at risk...



Business Pitch: Identifying Opportunities



**Leadership
changes**



**Processes
and roles**



**Culture of
accountability**



**Proposal team
reputation**



**Proposal
experience**



**Tech stack
enhancements**



Business Pitch

high effort

low results



Business Pitch



Business Pitch: Gaining Buy-in



WEEK 1:

**Investment pitched
to new boss**

WEEK 4:

**Investment fully
approved**



Business Pitch: Getting to “Yes”



Present progress to plans with data



Demonstrate benefits



Clearly outline risks and opportunities



Include assumptions on when benefits will occur



Show a phased investment plan

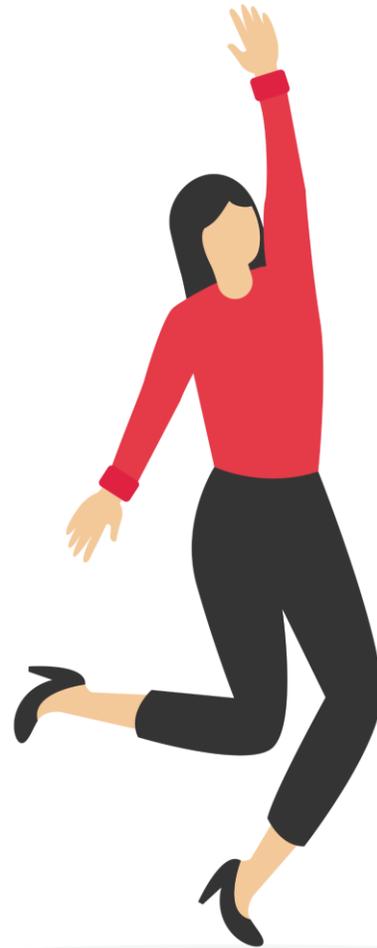


Share information that ensures common understanding



Business Pitch

**My boss
said yes...
twice!**



Business Pitch: Our Outcomes



Leadership changes

Leadership stabilization



Culture of accountability

Optimized culture with:

- Improved feedback/recognition
- Better employee engagement
- Work-life balance



Proposal experience

Consistent proposal experience



Processes and roles

Clearly defined roles, responsibilities and processes:

- Staffing aligned to volume
- Standard operating model established
- Industry-best validation



Proposal team reputation

Reputational uplift through:

- APMP certifications increased
- Segment-wide leader awards
- Credit given vs. blame applied





Secured our
at-risk business
and **gained major**
expansion



Business Pitch: Our Outcomes



**Productivity
and efficiency** increased



Bid excellence became a
top organizational priority



Proposals repositioned as
critical growth driver



Success Strategies



Success Strategies: Know Your Audience

Ask...



What do they care about?



What will be most important to them?



Who are they as people?



What do those in their position generally care about?



What kind of delivery (format, information) will they want to see?



What keeps them up at night?



What's in it for them?



How will they benefit?



What could they lose?



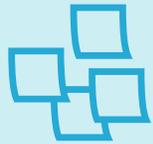
Who do they listen to?



Why would they resist your idea?



Success Strategies: Prime Your Audience



Prepare



Pre-pitch



Success Strategies: Frame Your Ask



Anchor



**Provide
choices**



**Share
comps**



**Give an
alternative**



**Leverage
reports and
case studies**



**Project
expertise**



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 impact, scalability, and success metrics



Success Strategies: P.I.T.C.H. Examples

P > Prepare

"Our proposal team plays a critical role in securing new business and driving revenue. Over the past year, we've seen an increase in RFP volume and complexity, requiring additional resources to maintain competitiveness. To sustain our success, **I'm requesting a 20% increase in our department's budget.**"



Success Strategies: P.I.T.C.H. Examples

I > Illustrate

"In the last fiscal year, our team contributed to a **30% win rate**, generating **X million dollars in revenue**. However, due to increased workload and market shifts, our efficiency is being stretched thin. With the requested funding, we can **hire additional specialists, invest in automation tools, and enhance professional development**—all of which will directly improve response quality and increase our win rate."



Success Strategies: P.I.T.C.H. Examples

T > Tie

"This request is fully aligned with the company's strategic priorities. A well-equipped proposal team strengthens **business growth, client retention, and overall competitiveness**, ensuring we seize high-value opportunities that contribute to long-term revenue stability."



Success Strategies: P.I.T.C.H. Examples

C > Clarify

"I recognize that budget allocations are carefully considered. However, failing to invest in our team risks **slower turnaround times, missed opportunities, and potential declines in win rates**. A modest **20% increase** is a strategic move that will yield **substantial ROI through improved efficiency and higher conversion rates**."



Success Strategies: P.I.T.C.H. Examples

H > Highlight

"We will track key success metrics post-investment, including **proposal quality scores, cycle time reduction, and an increased win rate**. Investing now ensures we stay ahead in an increasingly competitive landscape, securing **X% more revenue opportunities in the upcoming year**."



Success Strategies: Engage Your Audience



Success Strategies: Engage Your Audience (Example)



Success Strategies: Engage Your Audience (Example)



Success Strategies: Motivate Action



Success Strategies: Persist





Q&A



Thank you



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Session survey

