How the best win

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Strategic Proposals

Celebrating 30 years of helping clients to win
1987-2017

SP benchmarking model

42 criteria
60+ pages
2. How do you select the right deals and get ahead of the competition, before you start to write your proposal?

2.1. We have a robust 'bid / no bid' process that ensures that we allocate the right resources to the right deals - based on best practice criteria (is it real, do we want it, can we win it, can we do it?)

- Absolutely true
- Largely the case
- Not really
- Definitely not
Quiz
Hands up if...
Widespread good practice

Common issues
Proposal capability versus win rate
The most successful teams
Discussion topic
One thing you’re proud of regarding your proposals
What (almost) everybody is doing well
88%
All proposal content is approved before it’s issued

80%
We rarely struggle to deliver what we’d promised in the proposal
Experienced proposal staff
Helping to win business

70% doing well
The pitch
2/3 doing well
Prioritised support
Kick-off workshop
Executive engagement
Avoid internal bureaucracy
The death of ‘death by PowerPoint’

What sets our company apart?

• Global reach
  - We have established partnerships on five continents
  - Gives us the business and regulatory relationships that will speed product to market
  - Access to key markets that would require significant investment to penetrate using other channels
  - Offices in 19 countries and the best talent across departments around the world

• Superior technology
  - Our broadband system is 2x faster than our closest competitors – and costs no more than theirs!
  - Also have the network relationships to enable rapidly expandable capacity

• Most experienced team
  - All of our senior management and lead technology team members have more than 20 years’ experience in the field
  - More than half our leadership team owns several patents
  - VP Ops helped develop the core technology for US DOJ, still used by military
If you’re not doing these things well, you’re falling behind.
Discussion topic
One thing you struggle with, proposal-wise
Areas of weakness

> 70%

Reactive approach

Inward focus
“The definition of insanity is doing something over and over again and expecting a different result.”
Impact on win rate
People buy from people they know, like and trust.
Proposal staff can’t be measured on win rate alone.
Win more than your fair share

1

Win more

2

Win more than your fair share
Proposal capability

Win score versus

96 other answers
Ad-hoc

- sales produce proposals
- "buddies and favours"
- *debatable* quality

<40% capability score

15% of organisations
41-59% capability score

62% of organisations

Tactical

- proposal support factory
- “make life easier”
- responding to RFPs
- chasing everything
- insufficient resources
60-74% capability score

18% of organisations

Strategic

- established proposal support function
- clearly defined processes
- qualification process exists
- library of content (albeit sometimes out-of-date)
75%+ capability score

5% of organisations

Strategic+

- in the DNA
- highly proactive
- ruthless qualification
- investment to be the best
- exceptional output
It’s a simple formula:

Improve proposal capabilities = win more business
Where are you on the scale?

- Ad-hoc
- Tactical
- Strategic
- Strategic+
The emergence of a true top tier
How the best succeed
Top tier vs Masses
Process excellence

- Truly robust qualification
- Pre-proposal planning
- Early senior reviews
- High skilled peer reviewers
Leadership not merely managing
Confidence, cohesion, creativity, control, calm, clear communication

Excellent kick-off
Proposals: ‘the place to be’

Active senior executives
Avoid ‘late nights, cold pizza’

Strong proposal leadership
Joy to read
Looking great
Highly bespoke / custom
Excellent client feedback
Creative presentations
Competitive advantage

Exceptional deliverables
In your business’s DNA

- Senior leadership
- Robust capacity plan
- Regular training for all
- Priority support models
- Strong external focus
- Pipeline confidence
What would your CEO say?
how well do you stack up...
Questions?
Proposal Benchmarker™

www.proposalbenchmarker.com
Thank you!

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