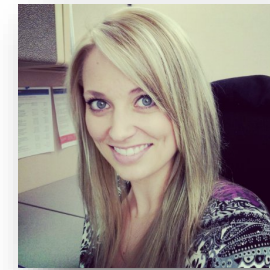
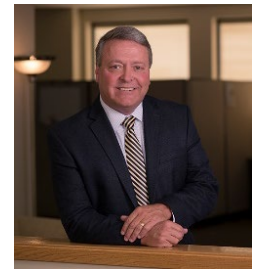


WEBINAR SERIES

MONEY WASTED!



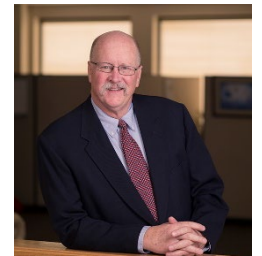
Mallery Price
Shipleys Associates



Brad Douglas
Shipleys Associates



Paige Frame,
President
McKinnon-MulHerin



David Bol
Shipleys Associates



Top 10 Ways We Waste Money on Proposals

top 10

Plus, ideas for avoiding money wasters

10: “It’s wired...we have this one in the bag.”

Be careful of wasted proposal efforts when you hear...

“We have a great relationship with them...”

“They can’t do without us...”

“We’re the incumbent, this is ours to lose...”

“They know us and like us...”



Tips on Winning as the Incumbent

Bid to win with innovative strategies, technical, and management approaches

Define the NEW best value for the customer

Demonstrate new ideas and continuous improvement

Be responsive to the RFP/SOW

Present a vision for the future with relevant examples

Team with partners that add value

Create a compelling reason for not changing vendors/suppliers

Ghost competitors—focus on your discriminators



9: Expecting Expert Proposal Content from Non-Writers

Brainstorm
with SMEs to
identify
benefits of
each feature

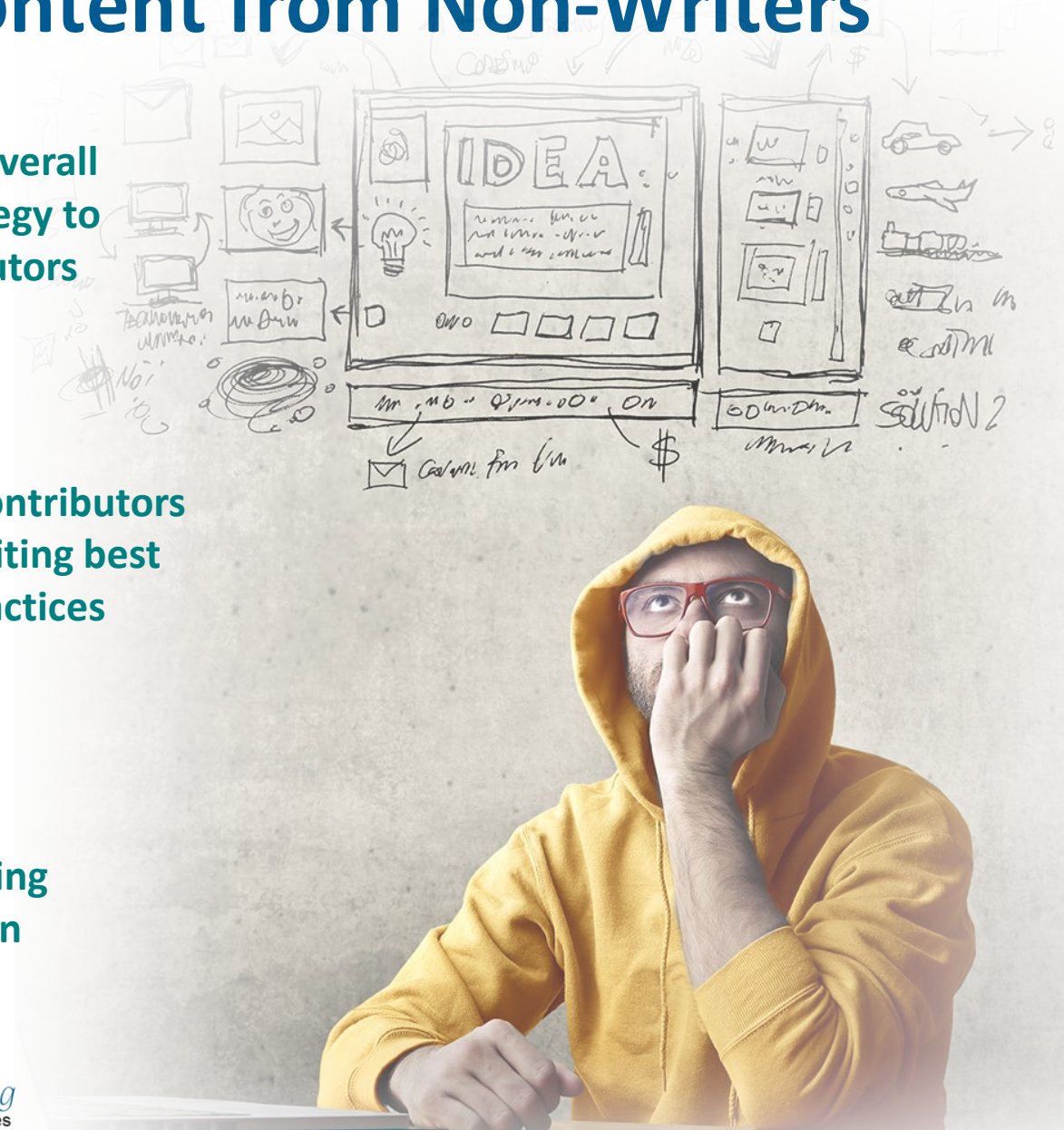
Clarify
expectations
for all
contributors

**We don't expect an
auto mechanic to fix
our laptop... So, why
do we expect non-
writers to be good
writers?**

Explain overall
win strategy to
contributors

Train contributors
on writing best
practices

Provide editing
and revision
support



8: Over-Dependence on Automation

- Recognize that not all proposal tasks are created equal
- Use automation only where it fits best
- Train personnel on any automation tools before “going live”
- Try before you buy

Fact:

Artificial intelligence hasn't replaced compelling, customer-focused proposal content

Ode to the Spell Checker

**Eye halve a spelling chequer; It
came with my pea sea.**

**It plainly marques four my revue
miss steaks eye kin knot sea.**



Ode to the Spell Checker

**Eye strike a key and type a word
and weight four it two say**

**Weather eye am wrong oar write it
shows me strait a weigh.**



Ode to the Spell Checker

As soon as a mist ache is maid it
nose bee fore two long

And eye can put the error rite. Its
rare lea ever wrong...



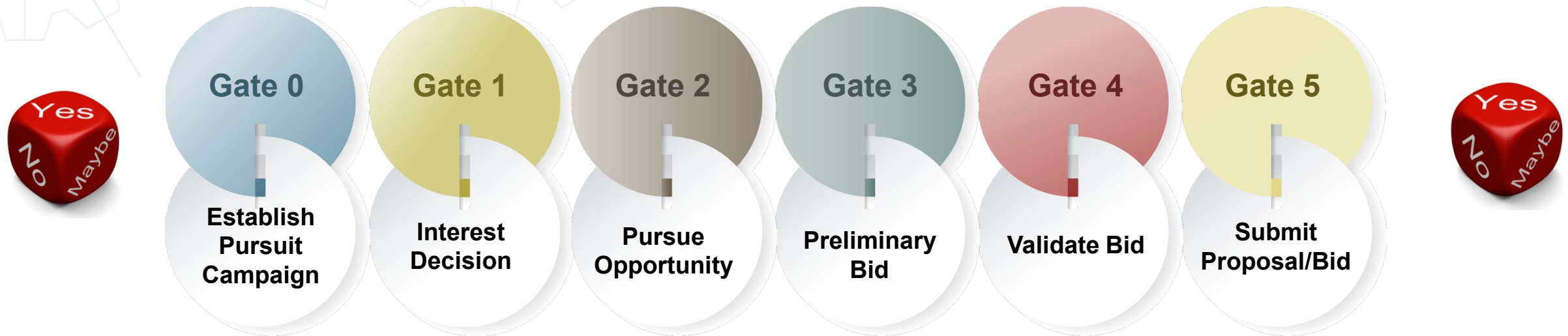
Ode to the Spell Checker

Eye have run this poem threw it; I
am shore your pleased two no

Its letter perfect awl the weigh—
My chequer tolled me sew.

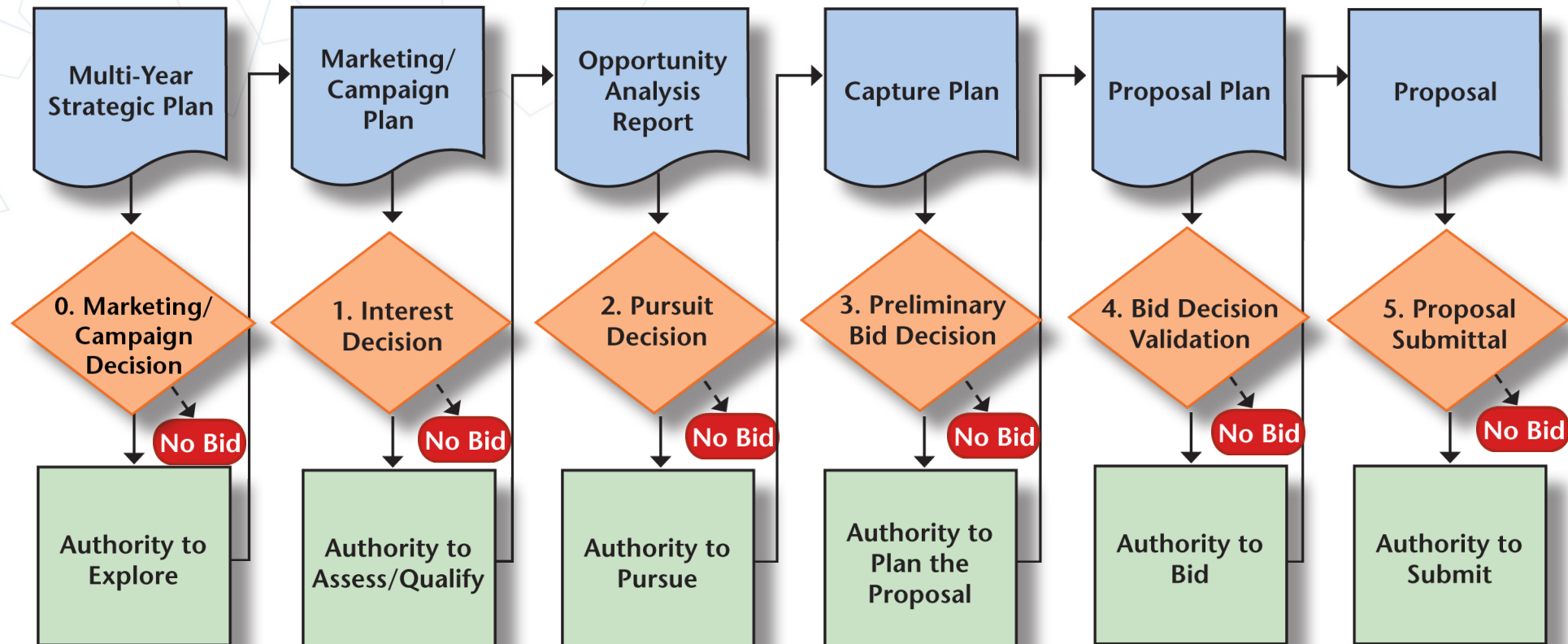


7: Poor or Incomplete Bid Decisions



Pursuit decision gates ensure that you're pursuing the RIGHT business.

Be True to Decision Criteria



6: Poor or Absent Proposal Reviews

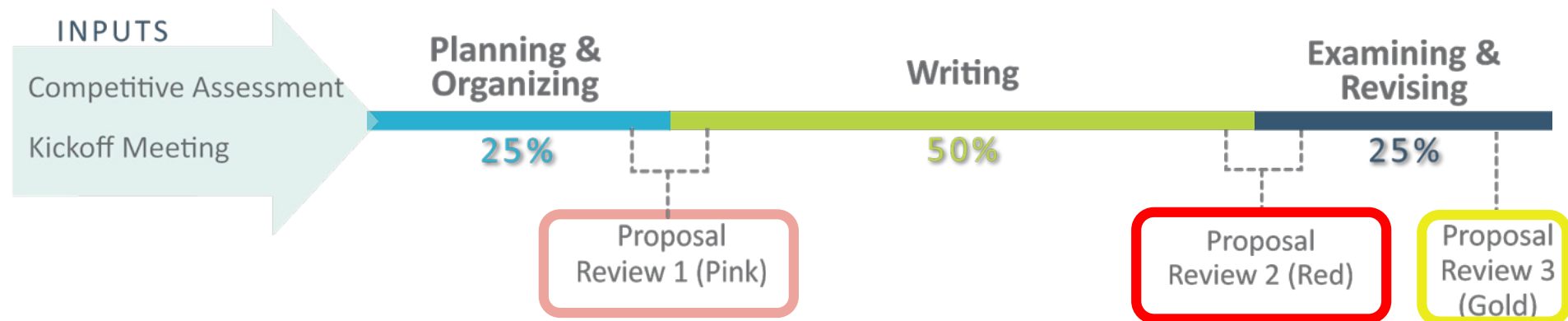
Customer Milestones					Draft RFP Final RFP	Proposals Due	Award
Phase	Market Segmentation	Long-Term Positioning	Opportunity Assessment	Capture Planning	Proposal Planning	Proposal Development	Post-Submittal Activities
Decision Gates	Marketing/Campaign	0 Interest	1 Pursuit	2 Preliminary Bid	3 Bid Validation	4 Proposal Submittal	5 Final Offer
Color Team Reviews				Blue Team Black Hat		Pink Team Red Team Green Team Gold Team	White Hat
Key Documents	• Multi-year strategic plan	• Annual operating plan • Marketing plan	• Opportunity analysis report	• Capture plan	• Capture plan • Story-boards • Mockups	• Story-boards • Mockups • Final draft proposal	• Proposal revision • Lessons learned • Contract



Start with essential milestones. Add steps as you experience success.

Allocate Time for Essential Reviews

At a minimum, use peer reviews and critical color team reviews to improve your probability of winning in the proposal.



5: No Awareness of Customer Hot Buttons

- Work closely with sales and capture
- Understand what is motivating the customer
- Be aware of underlying issues the customer is trying to solve
- Know your discriminators—what sets you apart?
- Choose wording in the proposal that is familiar to the customer



4: Late Solution Freeze... *Waffling*

- Recent company acquisitions can delay solution freeze
- Conduct “solutioning” workshops to create scenarios
- Keep the solution team informed and on the same page



3: Not Adhering to the Proposal Schedule

- Have the proposal schedule visible at the proposal kickoff meeting
- Gain early consensus and agreement
- Build key milestone reviews into the schedule
- Hold the team **accountable**
- Establish a “negotiation” process for changing any milestones or due dates
- Secure management/leadership buy-in on schedule



2: Bad Writing

- Plan. Bad writing is often the costly result of poor planning
- Understand the reader intent. Readers are reading to evaluate, compare, and make decisions
- Avoid speed bumps that distract the evaluators
- Draft first, then revise, then edit



Symptoms of Bad Writing

Use weak verbs:

01

Jack and Jill went up the hill to get a pail of water.

Use Unfamiliar words:

02

Jack and Jill climbed up the hill to fetch a ewer of water.

Put introductory phrases at the beginning to push the subject back:

03

To fetch a pail of water, Jack and Jill climbed up the hill.

Symptoms of Bad Writing

Put the action at the end of the sentence:

04

Jack and Jill, to fetch a pail of water, climbed up the hill.

Keep modifiers as far as possible from the words they modify:

05

Jack and Jill climbed to fetch a pail of water up the hill.

Use passive voice:

06

The hill was climbed by Jack and Jill so that a pail of water could be fetched.

Symptoms of Bad Writing

Put the doer at the end of the sentence:

07

To fetch a pail of water, the hill was climbed by Jack and Jill.

Introduce false subjects:

08

It was Jack and Jill that climbed up the hill to fetch a pail of water.

Pile on the gobbledegook (fluff):

09

Jack and Jill ascended the acclivity to retrieve a vessel of Adam's ale.

Symptoms of Bad Writing

Turn verbs into nouns:

10

Jack and Jill did the hill climb for purpose of water retrieval.

Use unnecessary technical jargon:

11

Jack and Jill traversed the gradient to fetch an alembic vessel of H2O.

Add wordy phrases (fluff):

12

Jack, in the company of Jill, climbed their way up the hill for the purpose of fetching water in the approximate amount of a pail's full.

Symptoms of Bad Writing

Multiple redundant words:

13

Both Jack and Jill climbed all the way up to the top of the hill's summit to fetch a pail filled to its capacity with water.

Throw in clichés indiscriminately:

14

Jack and Jill, who need no introduction, climbed up the hill by leaps and bounds to fetch through their good offices a pail of water by hook or by crook.

String lots of nouns together to form the subject:

15

Jack and Jill water retrieval hill ascent was achieved.

Proposal Writing Best Practices

01

Is the customer named before us?

02

Is the customer named more often than us?

03

Is the customer's buying vision evident?

04

Have we linked the buying vision to this solicitation/bid?

05

Are the customer's hot buttons prioritized?

06

Is hot button ownership explicit?

07

Are proof statements directly related to customer's hot buttons?

08

Are the benefits of the solutions(s) listed before the features?

09

Is the content previewed and organization instructions followed?

10

Is the *value proposition* clear and are next steps defined?

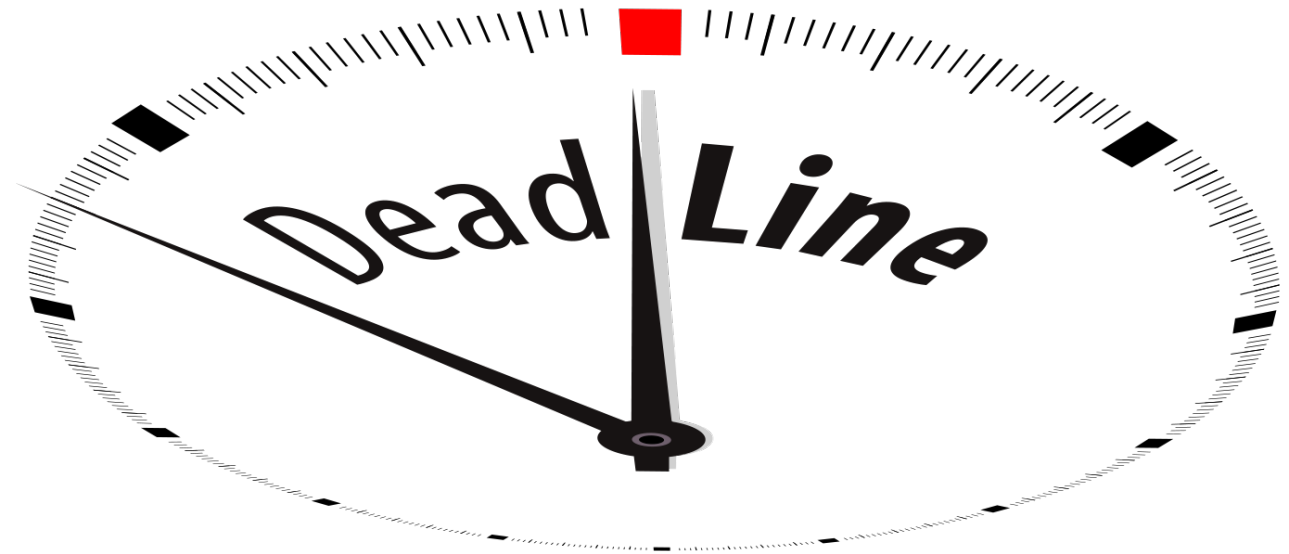
Money Waster # 1: Missing the Submission Deadline

■ How can this possibly happen?

- ✓ Management indecision
- ✓ Teaming partners
- ✓ Acquisitions/mergers
- ✓ Lack of discipline
- ✓ No contingency plan (technology misfire)

■ How to prevent this

- ✓ Schedule and monitor the solution freeze
- ✓ Work closely with teaming partners
- ✓ Get leadership involved
- ✓ Rehearse submittal (especially electronic)



Summary: Top 10 Proposal Money Wasters



- # 10: “It’s wired...we have this one in the bag.”
- # 9: Expecting expert proposal content from non-writers
- # 8: Over-dependence on automation
- # 7: Poor or incomplete bid decisions
- # 6: Poor or absent proposal reviews
- # 5: No awareness of customer hot buttons
- # 4: Late solution freeze—waffling
- # 3: Not adhering to the proposal schedule
- # 2: Bad writing
- # 1: Missing the submission deadline**

Questions



Follow Shipleys on social media:



ShipleysAssociates



@shipleyswins



Shipleys Associates



Shipleys University



Shipleys Associates



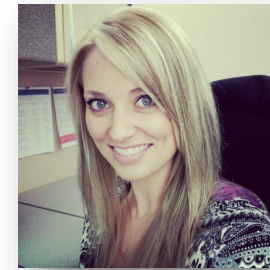
2019



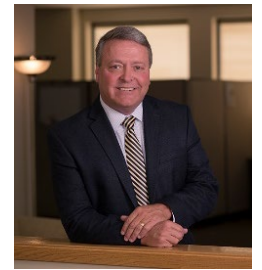
Shipley **Webinar** Calender

- Jan 16** Money Wasted!
- Feb 20** Keys to Effective Proposal Management
- April 3** A Value Proposition...*What is it, really?*
- May 15** Characteristics of Winning Proposals

WEBINAR SERIES



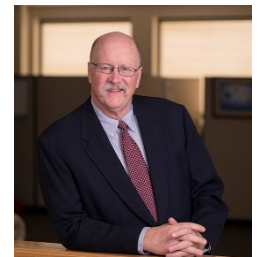
Mallery Price
Shipleys Associates



Brad Douglas
Shipleys Associates



Paige Frame,
President
McKinnon-MulHerin



David Bol
Shipleys Associates

