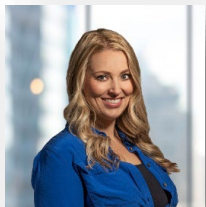
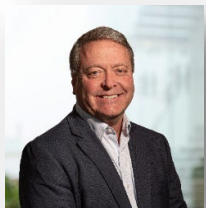


Proposal Content Management: A secret weapon

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Webinar Agenda

Proposal Management Content: A Secret Weapon

01

Content management: What is it?

02

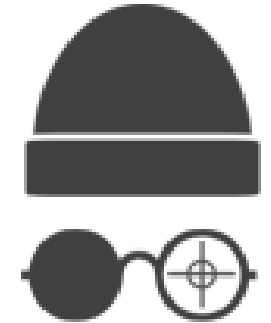
Options, benefits, and value of a content management system

03

Garbage in — garbage out

04

The role of a Content Manager





Common Challenges We Face



- Starting from scratch
- Bad writing and rework
- Missed deadlines
- Vague requirements
- Redundancies
- Writer's block
- Multiple voices
- Searching for answers
- SME engagement
- Lack of resources



Proposal Content Management

What is it?

Proposal content management is a structured, repeatable way to improve communication and sales effectiveness.

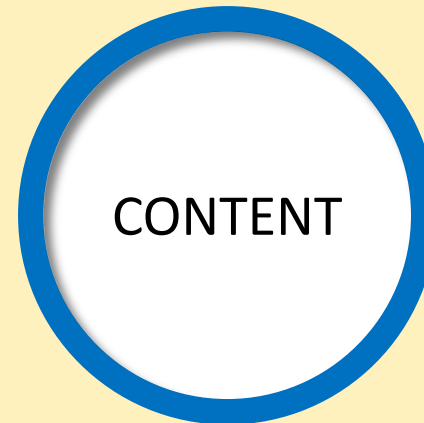


Proposal Content Management

What is it?



A sales document or briefing that presents our solution to a potential customer



Words, images, tone, and messages that compel a customer to buy



People, processes, and systems that govern proposal development



A Definition ...

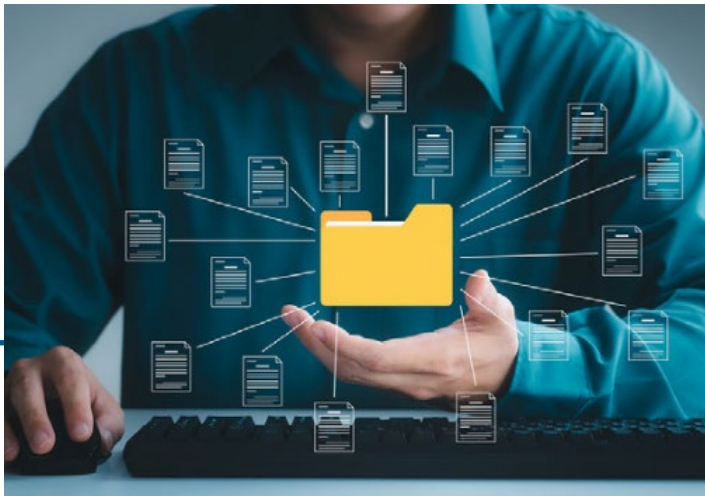
Proposal Content Management is the development of *high-quality, customer-focused, reusable* proposal content that is structured/curated in a centralized library for ease of ongoing maintenance, improvement, and accessibility.



Content Management Evolution

Document Management

- Simple version control
- File maintenance
- Hard drive storage







Content Management

- Artificial intelligence
- Key word search capabilities
- Pairing – Questions / answers





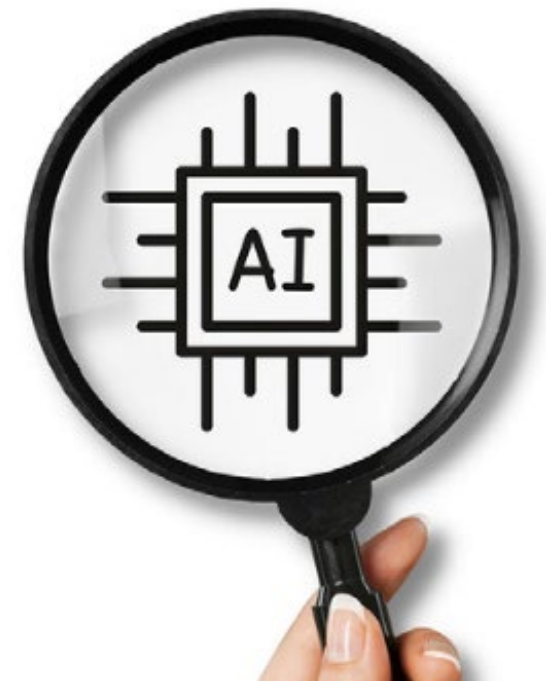
Understand the Purpose of your Content

 Aspect	 Technical document	 Proposal document	 Section Content
Purpose	Inform	Persuade / Sell	Message/Answer
Organization	Logical	As instructed	As instructed
Audience	Technical	Varied	Varied
Reader intent	Gain knowledge	Select or deselect (win or lose)	Does it answer my question/requirement?

The Elephant in the Room

What is ChatGPT?

- ChatGPT is a large language model that can generate human-like text, trained on a massive dataset of written works from the internet.
- ChatGPT is trained on statistical patterns and correlations and does not have an understanding of the input or output in the same way a human would.
- *"Large language models have limited reliability, limited understanding, limited range, and hence need human supervision,"* said Michael Osborne, a machine learning researcher from Oxford University.
- AI tools can be prone to bias based on the data they were trained with; and a lack of transparency about that training makes it difficult to tell how the bot came to a conclusion.



Will ChatGPT Steal Jobs?



- The jobs that AI tools like ChatGPT could disrupt include repetitive or routine tasks that can be easily automated, including data entry and processing, simple customer service roles, and certain kinds of content creation.
- The World Economic Forum's Future of Jobs Report estimated that while 85 million jobs may be displaced by AI and robotics by 2025, another 97 million jobs may emerge from these changes.



Will ChatGPT Steal Jobs?



- "ChatGPT is unlikely to put any creative professionals out of work any time soon ... the tech isn't yet fit for purpose," said Gina Neff, executive director of the Minderoo Centre for Technology and Democracy.
- "AI is more likely to *change what we do* in our jobs, rather than eliminate lots of different jobs," she said, adding that some jobs will shift around new and emerging technologies without being disrupted completely.





Options, Benefits, and Value of *Proposal Content Management*

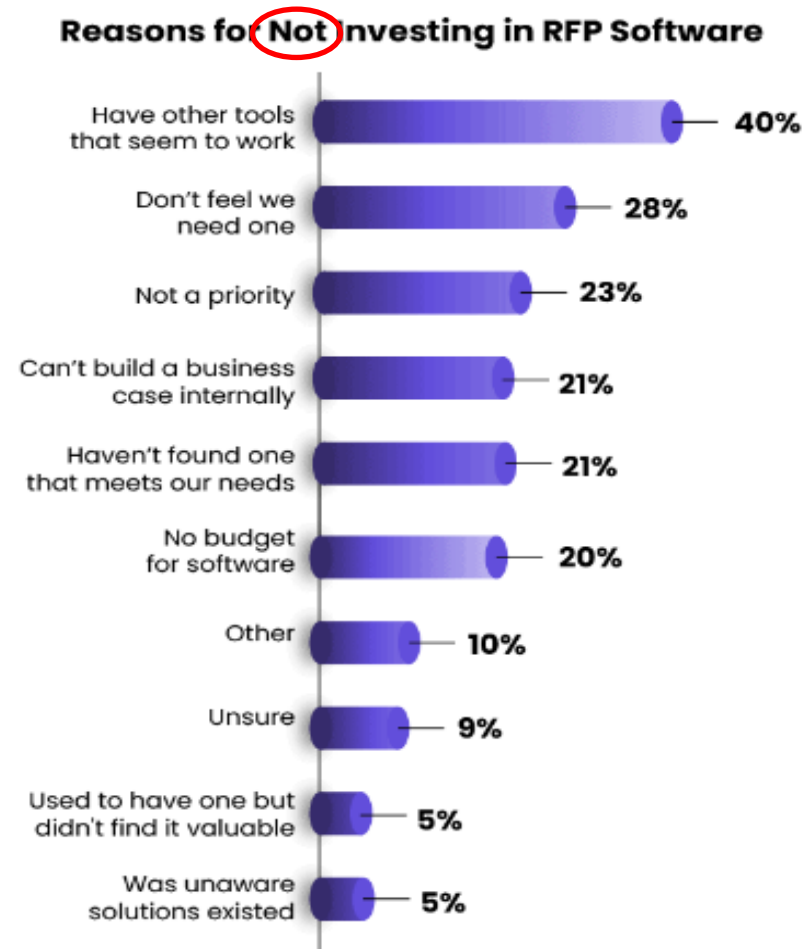
Increased efficiency and improved results (wins) can be achieved with effective proposal content management.





Why Not?

Common objections to applying a content management approach

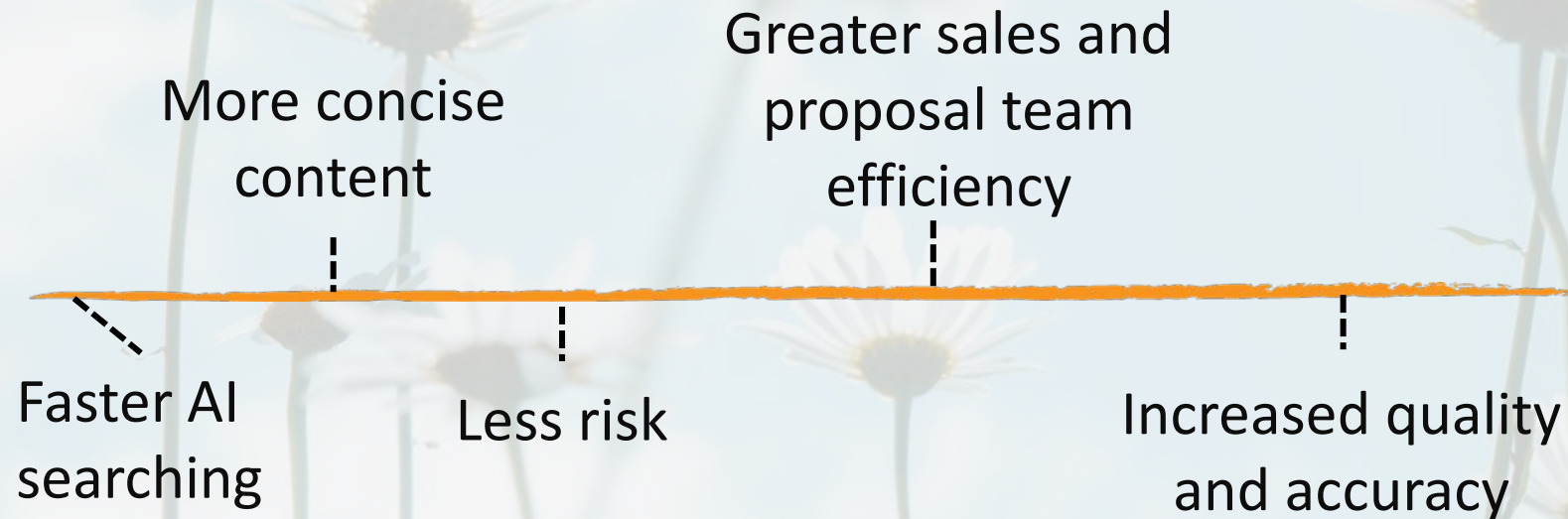


- 1 Other tools seem to work
- 2 We don't need a system
- 3 It's not a priority
- 4 There's no business case for cost

Source: **Loopio**

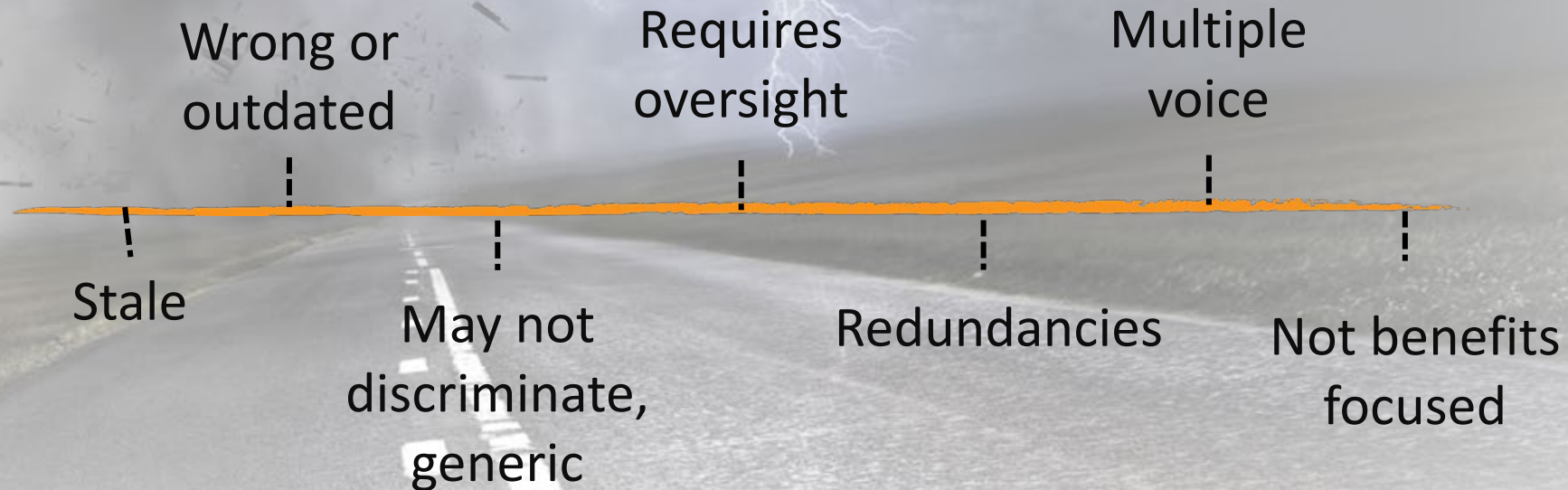


Benefits of Effective Content Management



Ultimately, win more business!

Dangers of Poor Content Management





Options for *Proposal Content Management Systems*

3rd Party Solutions/Platforms



Other Partial Solutions

- Cloud storage
 - MS 365 SharePoint or OneDrive
 - Google Drive
 - Box.com
 - Dropbox
 - Open Asset (digital asset management — great for graphics/images)
 - Adobe Bridge (great for photos)
- Collaboration
 - MS 365: Teams, Planner, Project
 - Slack
 - Trello
 - Basecamp
 - Asana



Rationale for Investing in Proposal Content Management

- Efficiency/ROI
- Resource-constrained
- Competitive advantage
- Growing need (more competitive bids)
- Recognized profession/role

Source:



Employees are interrupted an average of **56** times a day



75% of American workers don't believe they have access to the latest efficiency-boosting technology



Work overload decreases productivity by **68%**



86% of executives identify ineffective collaboration and communication as a major cause of failure in business

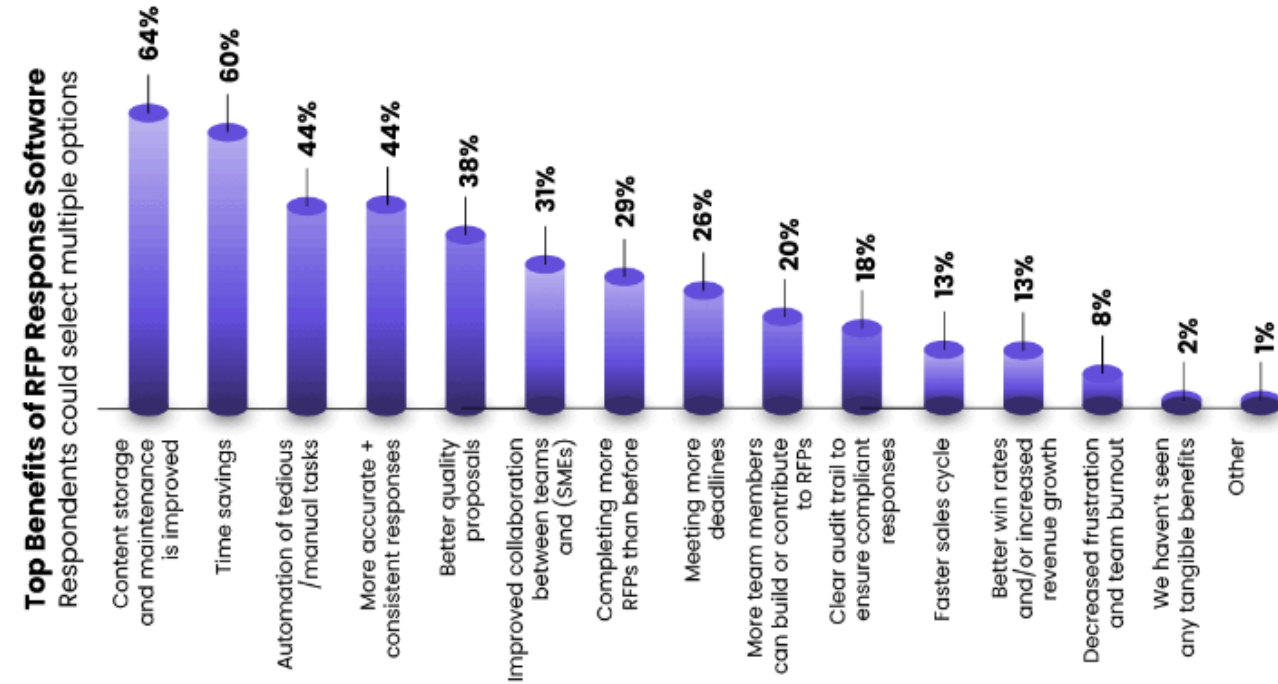
30%

The average knowledge worker spends 30% of their workday searching for information.



Top 7 Benefits of a Content Management System

1. Improved content storage and maintenance
2. Time savings
3. Automation of tedious tasks
4. More accurate and consistent responses
5. Better quality proposals
6. Improved collaboration with SMEs
7. Completing more proposals





The *Do-it-Yourself* Approach



Content Management Guidelines

- Develop an established and agreed upon plan
- Create a well-defined folder structure
- Establish a clear and concise file naming convention
- Make content metadata and keyword tagging easy to find and use
- Carefully manage version controls
- Regularly review content and archive old or outdated content
- Have an “owner” with authority
- Apply careful tracking and accountability





Where to Start

Possible Sources



Possible Proposal Sections





Garbage in — Garbage out

No content management “system” will compensate for poor content quality.

Content must be current, accurate, clear, concise, and compelling.

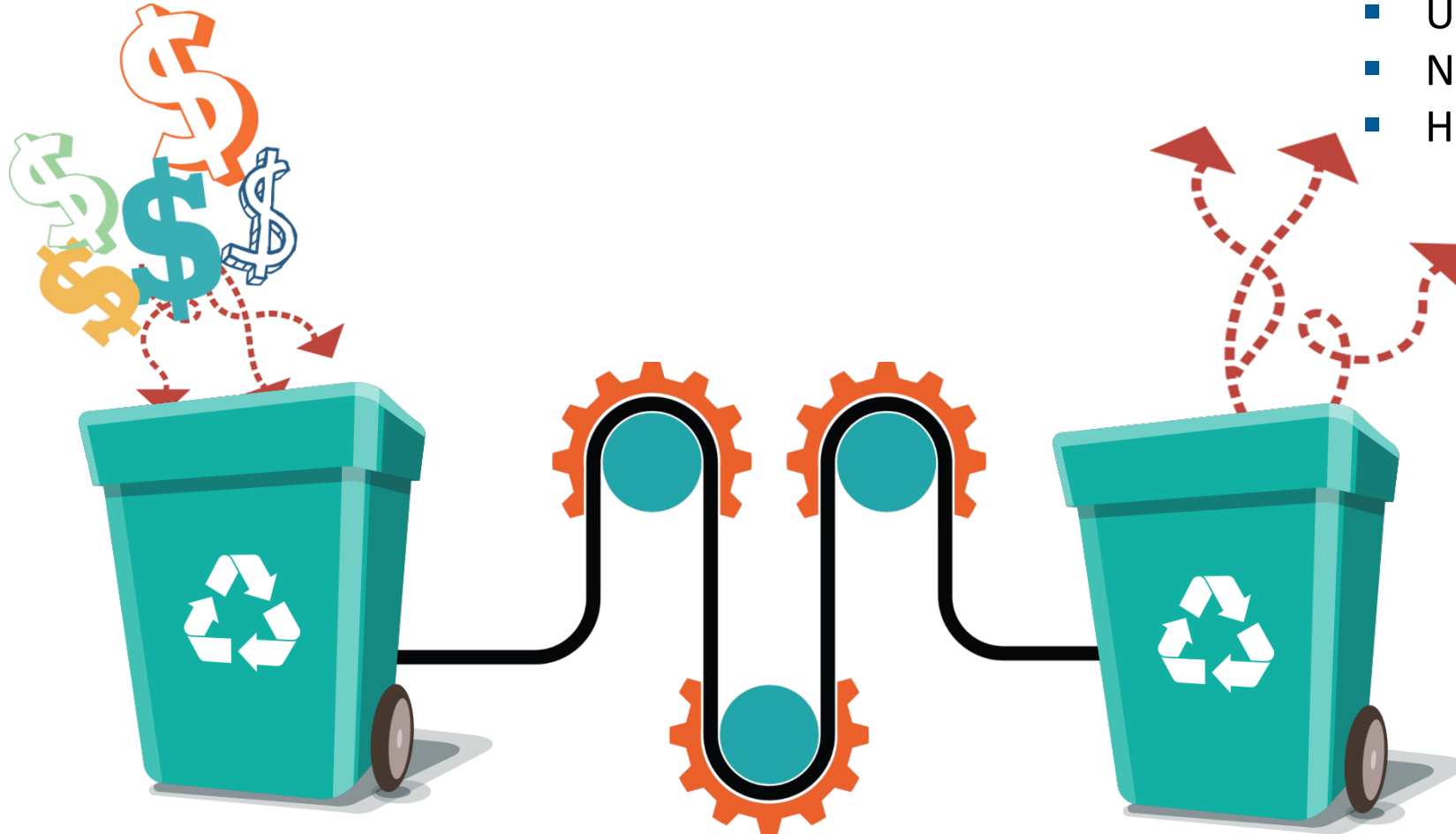


Proposal Management System

As good as data entered

GARBAGE IN

- Outdated
- Inaccurate
- Redundant
- Irrelevant
- Biased
- Exaggerated



GARBAGE OUT

- Non-compliant
- Boring
- Unsupported
- Non-responsive
- Hard to read/evaluate

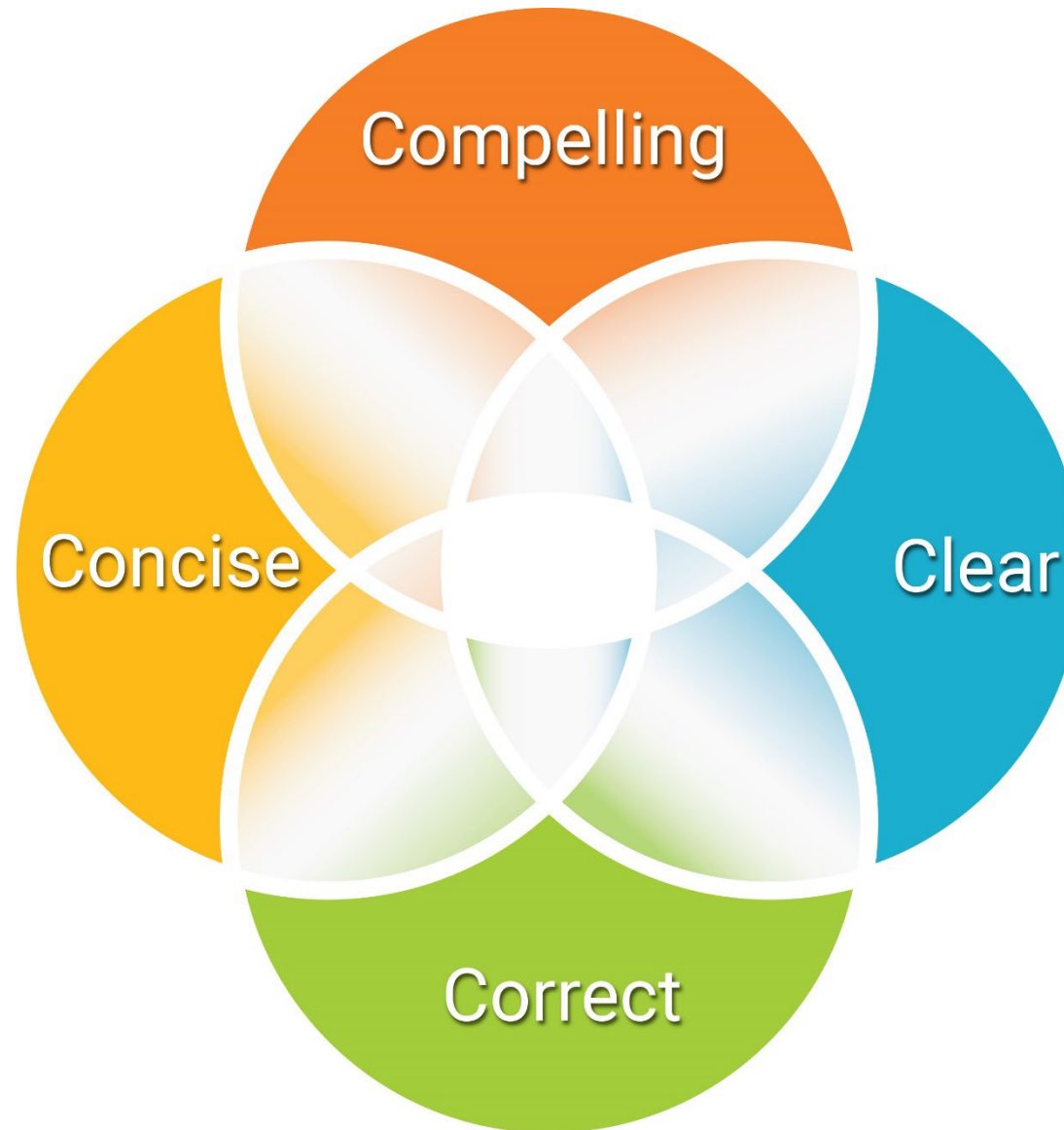


Quality Content In — Revenue Out



QUALITY CONTENT

Content Must be Clear, Concise, Correct, and Compelling



1. Make Content *Clear*

- Use informative headings
- Place important points first
- Use emphasis techniques
- Create an appropriate tone





Clarity Improves Readability

Readership increases by

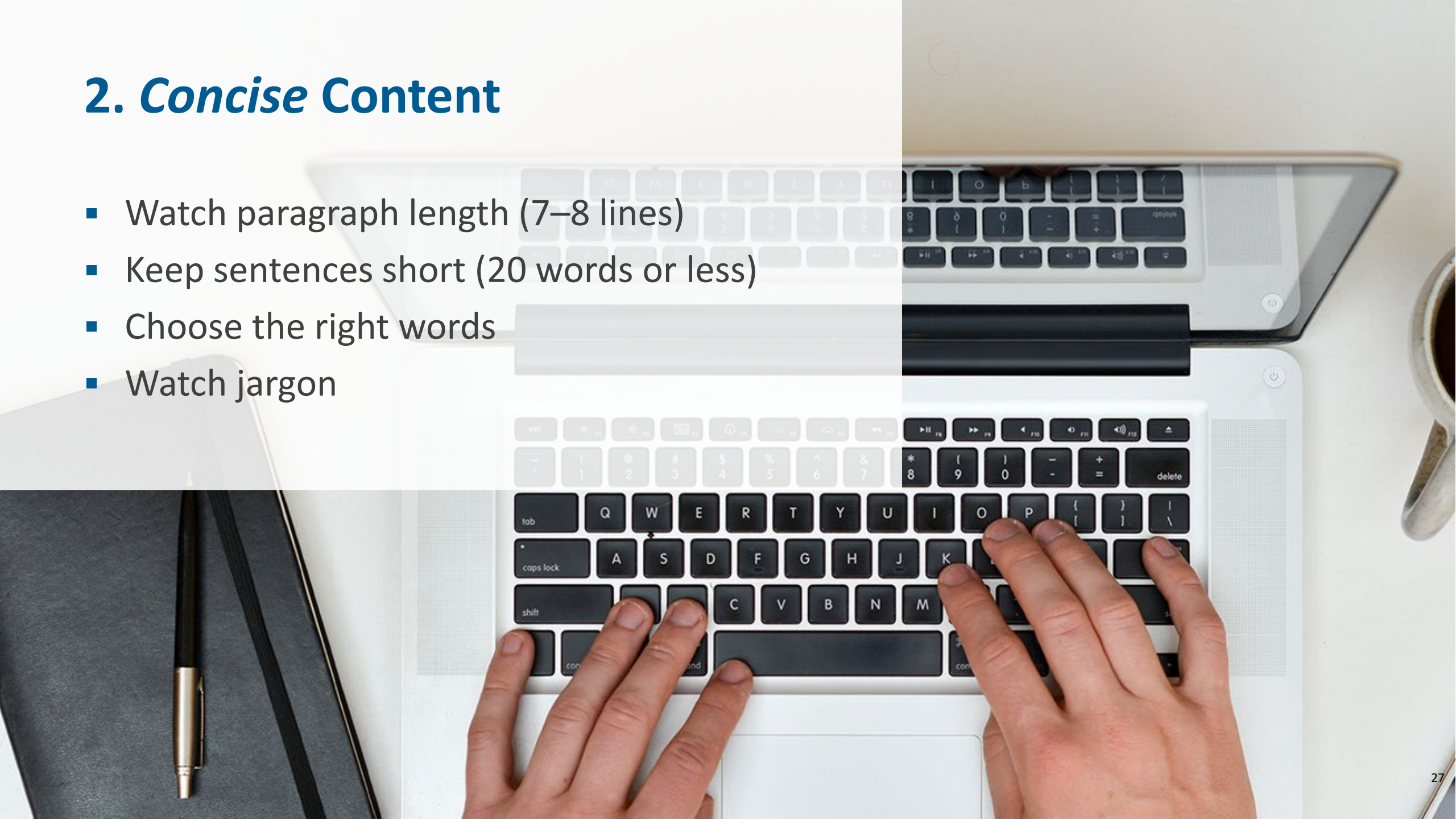
43% – 60%

When complexity is reduced
by 3 grade levels



2. Concise Content

- Watch paragraph length (7–8 lines)
- Keep sentences short (20 words or less)
- Choose the right words
- Watch jargon





**Content must
avoid unnecessary
technical wording**



"I utilized a tether and harness system to ambulate a quadrupedal canine in an open-air environment."

"I used a leash to walk my dog outside."



A message that is

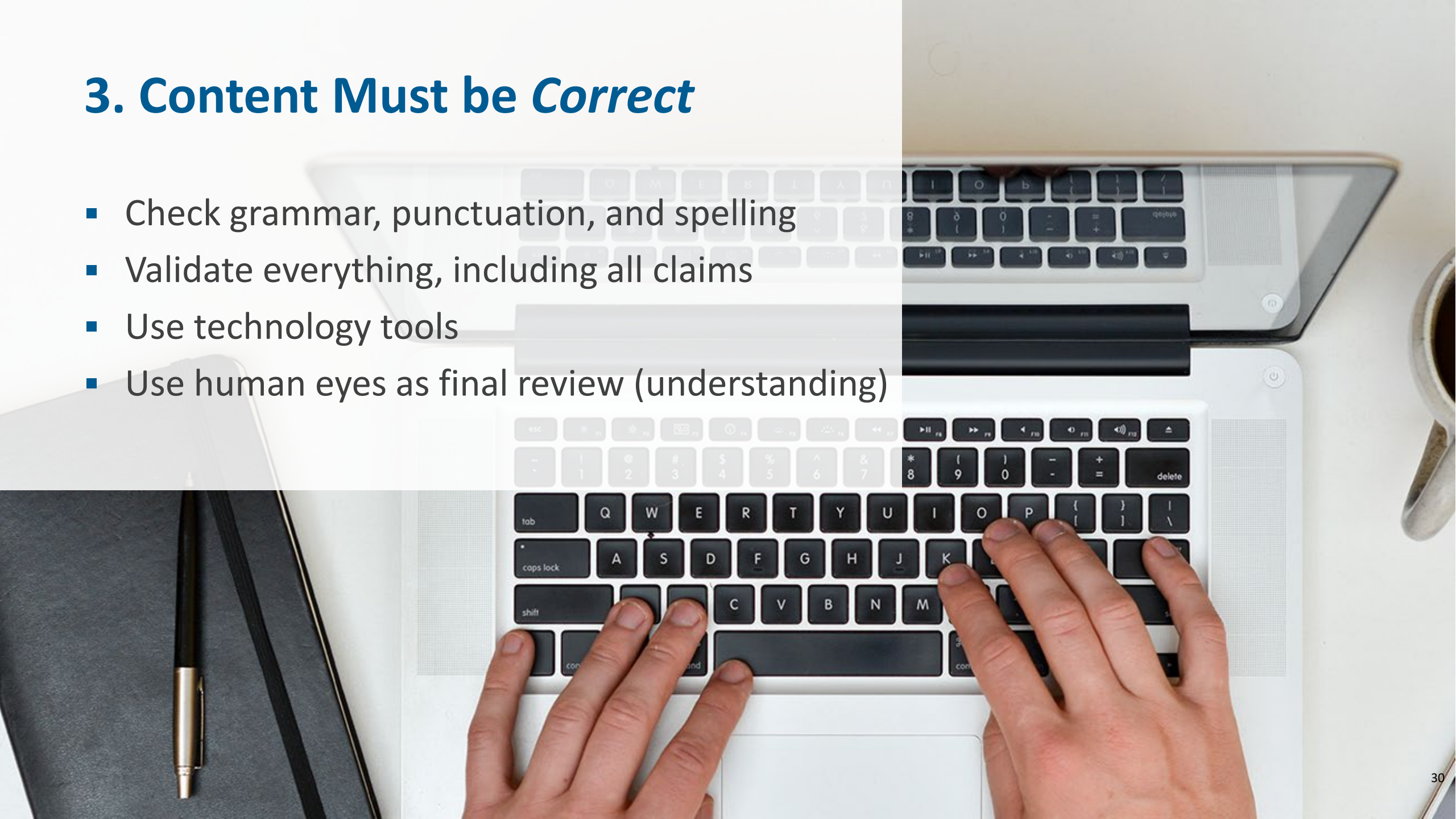
9 paragraphs long
loses 30% of readers

by the end of the

5th paragraph

3. Content Must be *Correct*

- Check grammar, punctuation, and spelling
- Validate everything, including all claims
- Use technology tools
- Use human eyes as final review (understanding)

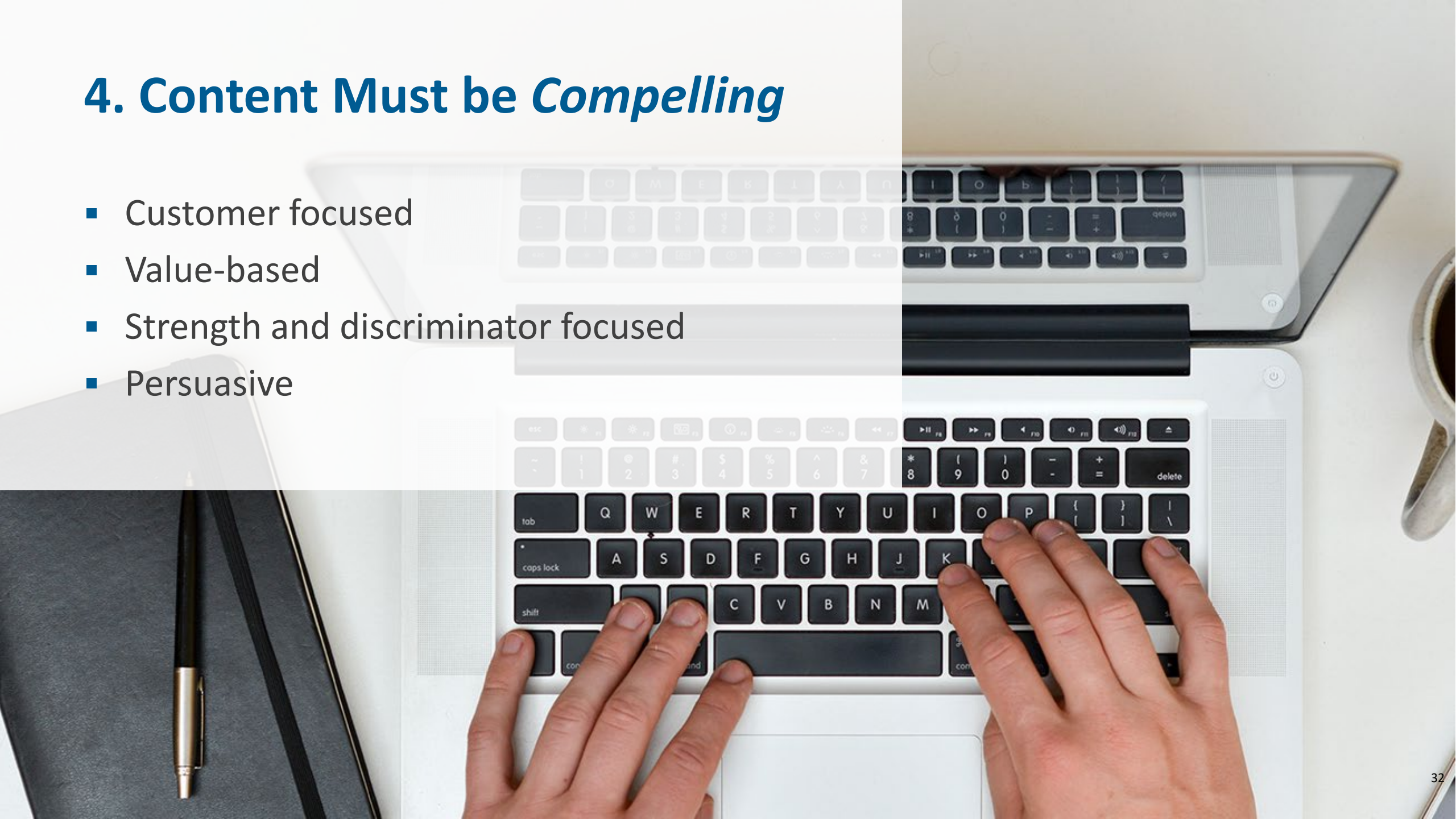




Understanding
comes before
persuasion

4. Content Must be *Compelling*

- Customer focused
- Value-based
- Strength and discriminator focused
- Persuasive





Compelling Content is Customer Focused

01

Name the customer before us.

02

Name the customer more often than us.

03

Mention and address the customer's buying objective.

04

Link the buying objective to our offer.

05

Address customer "hot button" issues in prioritized order.

06

List benefits before features.

07

Validate all claims.

08

Organize as instructed.

09

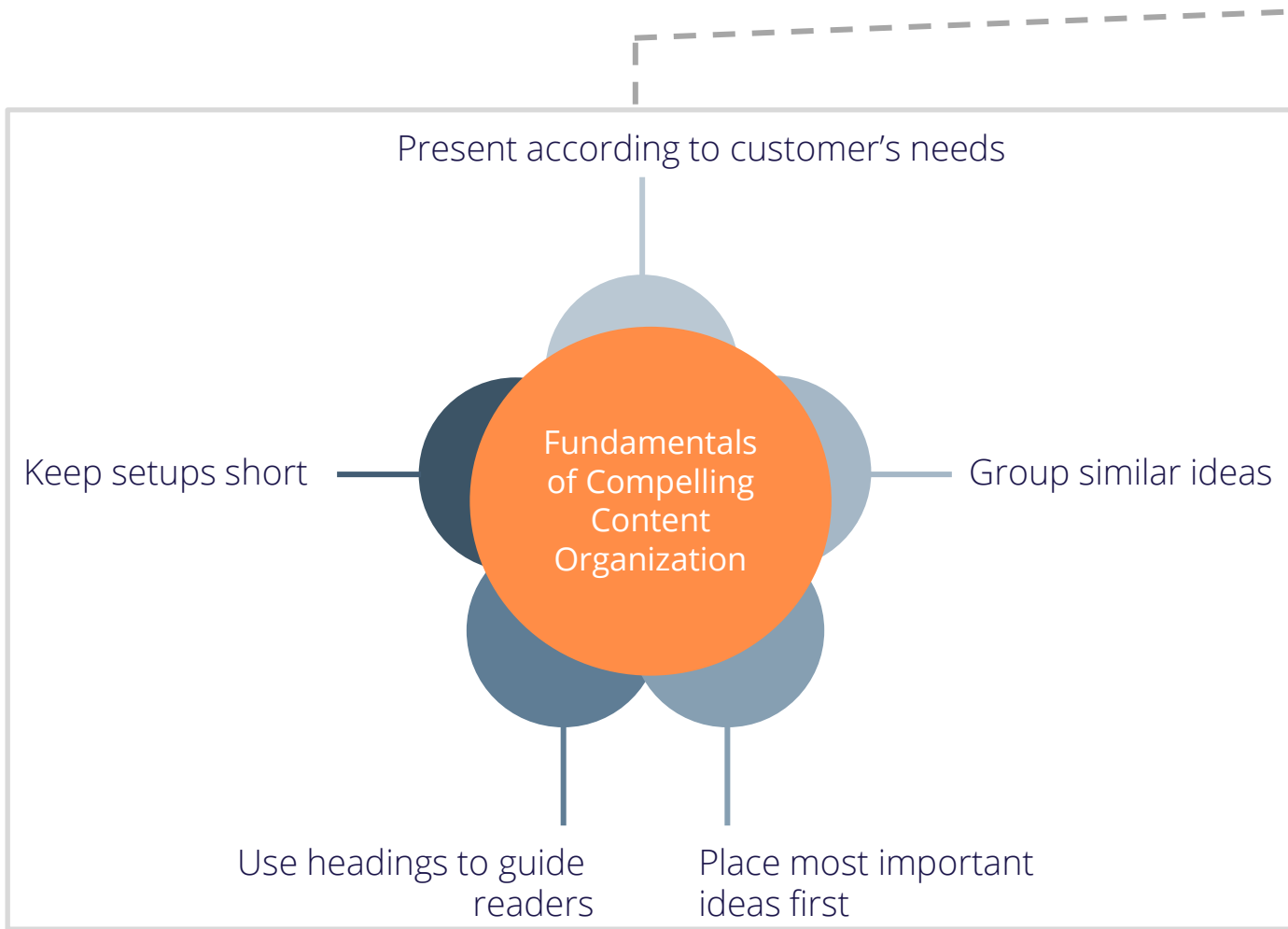
Make our value proposition apparent to the customer.

10

Be consistent, clear, and concise.



Compelling Responses are Well-Organized



01
Summary

02
Introduction

03
Body

04
Review



The Role: *Proposal Content Manager*

The role of a Proposal Content Manager varies based on organizational needs and technology tools.

It is a growing and recognized member of a bid response team.





Content Manager Role

Organizing

- Architectures
- Tags
- Prepare content for migration

Adding

- RFP response management system
- Manual process

Reviewing

- Regular reviews
- Different cadences for different content

Updating

- Product releases
- Marketing content releases
- New FY positioning
- Updated competitive intelligence

Improving

- Deduping
- Client focus
- Shorten
- Clarify

Archiving

- Similar pairs
- What to archive

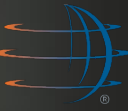


What's next?

Steps to determine your path forward

- Secure leadership buy-in
- Identify your objectives
- What is current state—desired future state
- Business plan—investment, management, resources
- Identify and test options
- Try before you buy
- Prepare content for migration
- Implementation and execution
- Adoption and usage
- Maintenance and management





Webinar Summary

Content management – a secret weapon



- Establish a proposal content management plan and strategy
- Build a business case
- Define and assign roles
- Apply best practices quality content
- Manage the process
- Refine, refine, refine






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WEBINAR



Questions and Discussion



THANK YOU!

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