

**"Only the prepared speaker deserves to be confident."  
-Dale Carnegie**

Preparing your team for an upcoming oral proposal/presentation requires that you begin as the proposal is being developed, not after it is written.

Benefits you can expect from using our Orals Preparation and Coaching services include:

Ensuring alignment of presentation with your proposal's win themes & written information

Reduced risk of going over time allotments

Increased presentation effectiveness

Ensures entire team & presentation remains *on message*

Increased confidence of presentation team

Increased Probability of Win (Pwin)

***Can you afford not to put your company in its best position to win?***

## Orals Preparation & Coaching

At its core, the winning proposal is the one that most clearly communicates the message of; compliance, delivering real value to both the buying customer and their end user(s), with manageable risk and cost effectiveness while being very easy to evaluate. When your customer directs an oral proposal—whether it is a follow-on to your written proposal or your entire proposal—delivering the key selling points that will separate you from the “*also rans*” becomes even more critical as ***the oral proposal is usually the most lasting impression you leave with many of the evaluators.*** It is of paramount importance to plan your oral presentation, select the right team of presenters, and prepare your entire team well in advance to increase your Probability of Win (Pwin).

Often, when your customer directs an oral proposal they provide very specific topics that tell you exactly what they want to see and hear, and very strict time limitations for the presentation. Using our proven processes, our consultants work with your capture and proposal teams to:

- Understand customer requirements & develop presentation template
- Select the right presentation team members, based on several key factors such as
  - Customer recognition
  - Subject matter knowledge/expertise
  - Presentation ability, which does necessarily mean that the team initially made up of polished, experienced presenters
  - Passion about the subject they will be presenting
- Develop presentation viewgraphs/slides and supporting materials
- Rehearse entire team
- Identify areas for improvement with both presentation and presenters
- Provide team and individual coaching, as needed
- Conduct a post-presentation debriefing with team

Lastly, we help your presentation team to be ready for the unexpected by conducting a dry run presentation with senior, customer-knowledgeable personnel who can help ensure the team is prepared to handle that unexpected question. We also develop a disaster recovery plan to ensure your team's ability to react to various challenges (e.g. projector lamp burns out, key speaker becomes ill, the *time monster* strikes, etc.) that may arise—giving them the confidence they need to perform at their very best.

