

***"It's not the will to win that matters—everyone has that. It's the will to prepare to win that matters."***

As Paul "Bear" Bryant points out in his quote above, the effort you put into preparing your team to win is what matters most.

The Proposal Strategy Development Session helps you prepare your proposal team to win their upcoming proposal.

Benefits you can attain from a P-SDS include:

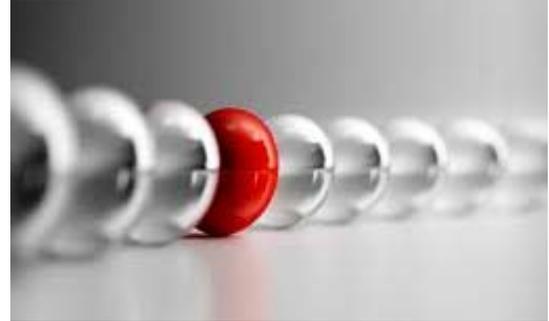
- ▶ Maximizing the knowledge transfer from capture to proposal team
- ▶ Early identification and "buy in" by the entire proposal team of your offer's discriminators and key strengths, which form the basis for your Win Themes
- ▶ Ensures team and proposal is customer-focused
- ▶ Identifies remaining information gaps or other actions needed
- ▶ Increases spirit of teamwork & purpose

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

## Proposal Strategy Development

The Proposal Strategy Development Session (P-SDS) is a critical step in helping prepare your proposal team for an upcoming proposal. Bringing the entire proposal leadership team together, for perhaps the first time, this session helps transition information from capture to proposal team—charged with communicating your company's offer to the potential customer.

The primary goal of the P-SDS is developing the discriminator-based Win Themes that makes your proposal ***stand out in the crowd***. Accomplishing this goal requires that the proposal team fully understand the customer, the competitive environment, and the various approaches that the team will communicate in the proposal.



Typically occurring just days after receipt of the customer's Draft Request for Proposal (D-RFP), which is normally 30 to 45 days prior to their releasing the final RFP, this one-day session consists of:

- **Customer & Program Overview** – Presented by the Capture Manager, this achieves a common understanding of the various customers, their wants, needs, and concerns/risks
- **Proposal Outline and Evaluation Criteria** – Presented by the Proposal Manager, this summary gives the team a preview of what the proposal will look like (e.g. volumes, major sections, etc.) and how exactly the proposals will be evaluated
- **Technical Approach Overview** – Presented by the Technical Lead, this summary helps the team understand the various technical, logistics, and operational approaches that they will be presenting
- **Program Schedule and Program Elements Overview** – Led by the Program Manager, this summary explains how the proposed program will be structured and how the program will be managed and bid
- **Competitor and Self-Analysis** – These team exercises focus on identifying the strengths and weaknesses of all competitors (including an honest assessment of your own company) and works to develop counters for each competitor strength, ghosts for each competitor weakness, and mitigation strategies for each company weakness
- **Win and Proposal Theme Development** – Beginning with a Features, Benefits, and Proof matrix that is mapped against the D-RFP's evaluation factors and sub-factors, this team exercise results in a list of the various Win and Proposal Themes that will be weaved throughout the appropriate sections and volumes of the entire proposal.