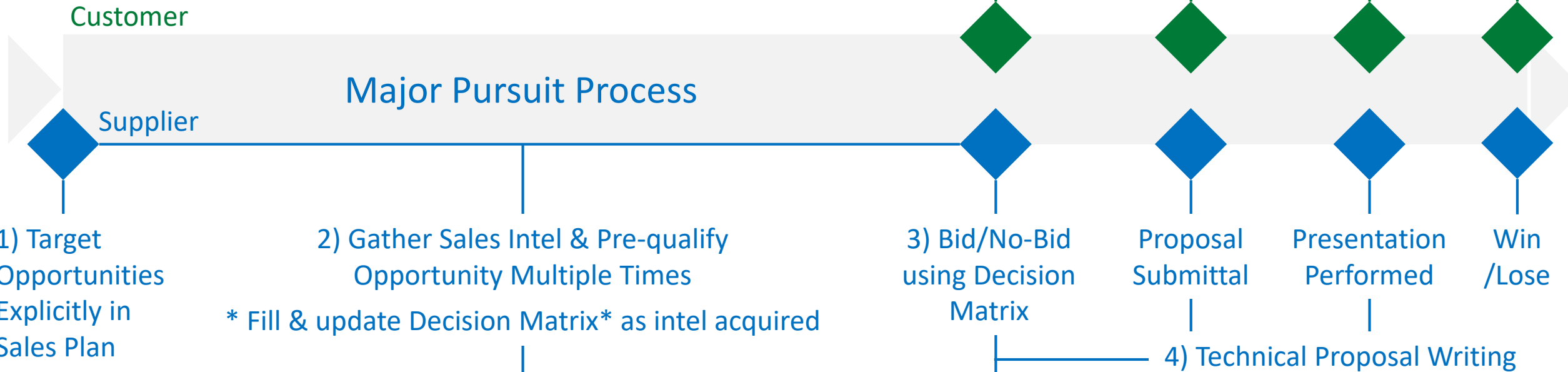


# Raising Win Rates

## “Only Play if You’re Going to Win”



Criteria	Rating	Importance	Score
Your pre-RFP knowledge of this customer	0	N/A	N/A
Customer's use of Online Reverse Auction	-4	3	-12
Competitors are pre-qualified	4	1	4
Customer's reputation for being low price	4	N/A	N/A
Time taken your receipt of RFP is due back to customer	3	1	3
Customer's reputation for slow payment	-3	2	-6
Customer's classification of RFP questions	5	N/A	N/A
Legally, sales and/or liability impacts from RFP opportunity	4	N/A	N/A
This RFP opportunity matches your capabilities	4	1	4
This RFP opportunity aligns with your growth plans	5	2	10
The dollar size of this RFP opportunity	5	3	15
<b>Total</b>			<b>19</b>

**QUESTIONABLE - think long & hard whether to pursue this opportunity**

**Total: 19**

\* Use a multi-criteria, weighted Decision Matrix for consistent & easy decision making

**QUESTIONABLE - think long & hard whether to pursue this opportunity**

**Total: 18**

### Technical Proposal Writing

Tired of being RFP compliant and still losing bids?

**WHAT WE DO To Help You Win**

- Facilitate your team's analysis of RFP opportunities
- Collaborate on design of proposal solution & new components
- Develop RFP-specific brand for unique proposal offering
- Draft persuasive cover letter, descriptive title, & Executive Summary
- Write assigned RFP responses & coordinate with Subject Matter Experts
- Produce proposal documents as directed (Microsoft Word)
- Project manage the proposal process
- Train team & institutionalize knowledge to raise in-house proposal capabilities
- Provide actionable reference materials, handouts & templates