



# Creating the Winning Proposal

## HSBO Forum 2012

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# Better Proposals improves Win-rate

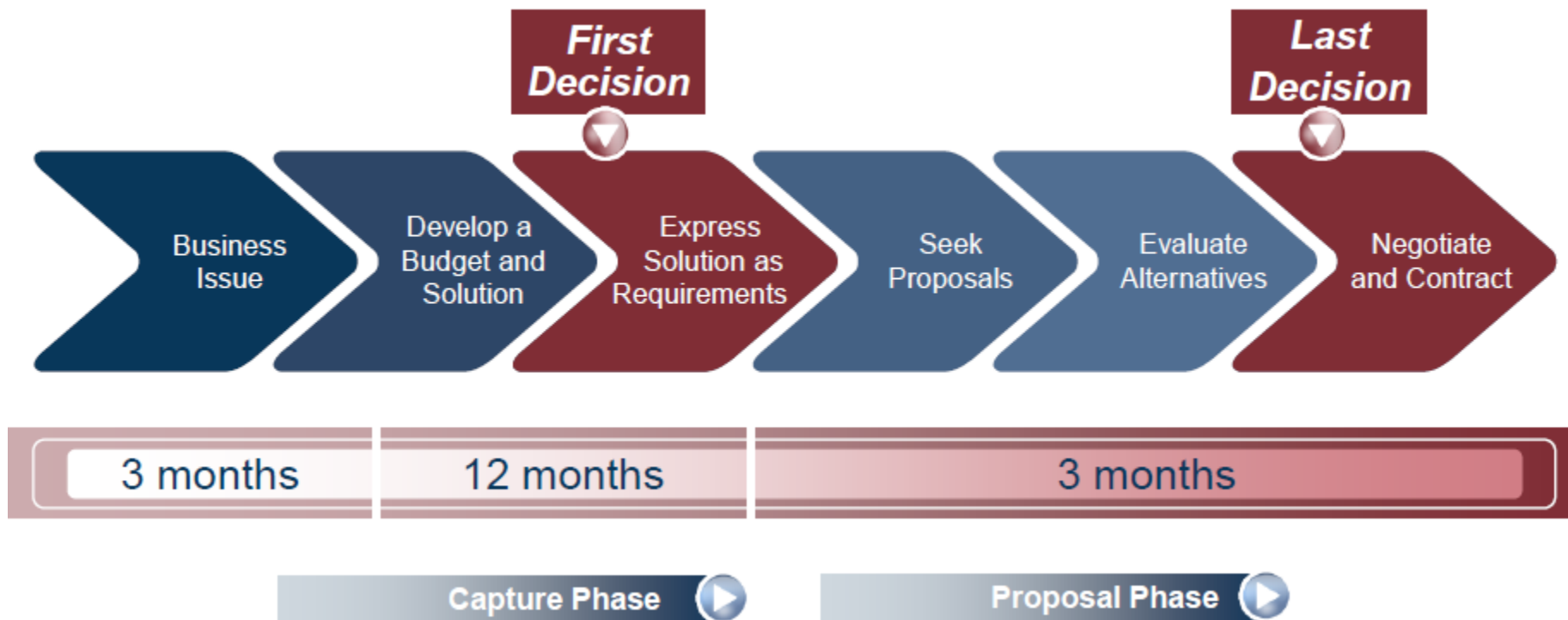
## Business Development Capability Maturity Model® (BD-CMM)

Key Process Categories	Customer	Focus	People	Capabilities
Themes	Increasing Customer Value	Improving Performance and Synergy	Building Competencies and Teams	Enhancing Systems and Processes
Levels	Key Process Areas (KPAs)			
<b>5</b> Optimizing	Win Ratio >65% - Capture Ratio >80%			
<b>4</b> Managed	Win Ratio >65% - Capture Ratio >80%			
<b>3</b> Defined	Win Ratio >50% - Capture Ratio >65%			
<b>2</b> Repeatable	Win Ratio <50% - Capture Ratio <50%			
<b>1</b> Initial	Win Ratio <25% - Capture Ratio <25%			

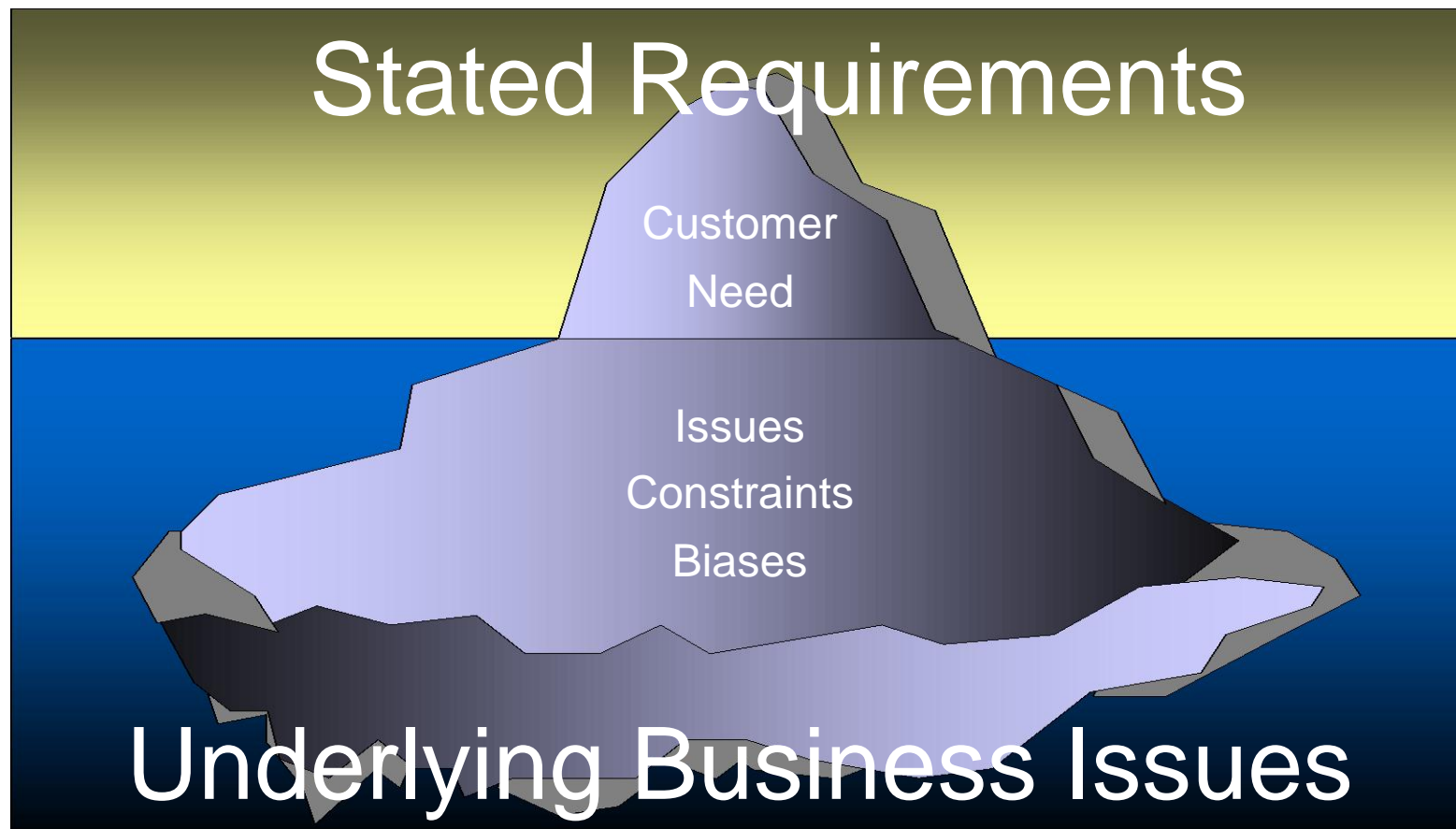
Capability Maturity Model and CMM are registered trademarks of the Carnegie Mellon Software Engineering Institute



# Buyers decision process



# Compliance vs. Responsiveness



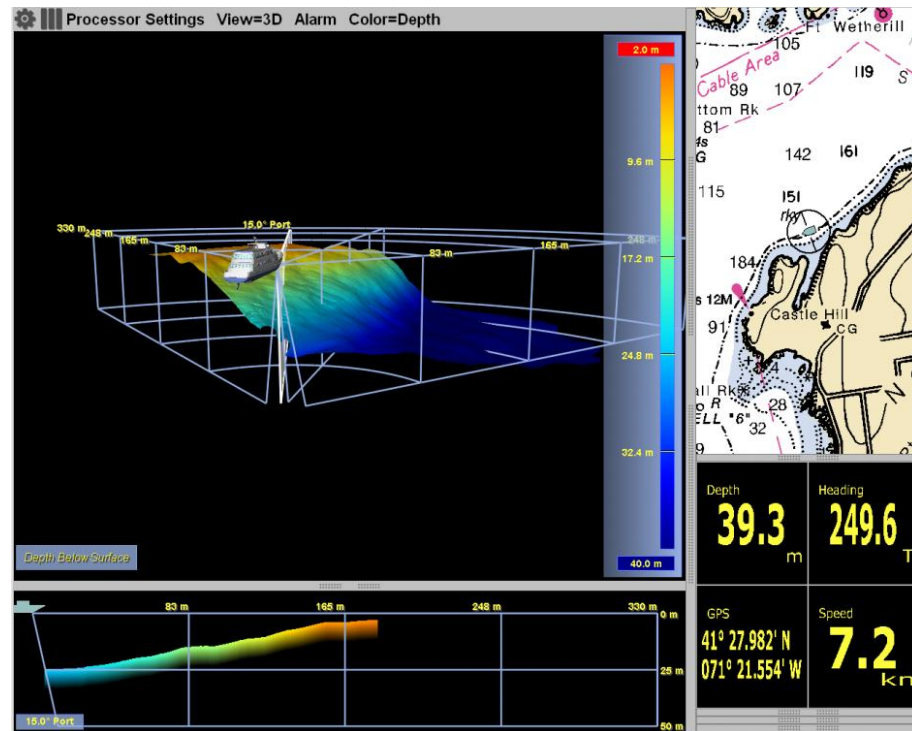


# Emphasising Strengths – Why us?

## Strategy Statement

FarSounder is pleased to announce the award of an SBIR (Small Business Innovation Research) for Forward Bathymetry Sensing for Safe High Speed Boat Operation.

*According to Cheryl M. Zimmerman, Chief Executive Officer, "The US Navy will benefit significantly from the development of this new high speed sensor system as it will allow manned high-speed small boats to operate at the intended speeds for which the vessels were designed, while offering safe passage by avoiding obstacles and groundings."*



Example borrowed from FarSounder:  
<http://www.farsounder.com/node/312>



# Ghost competition – Why not the others?

Just to remind you four  
is better than two.



Audi presents the new A6 TDI quattro®.  
The first turbodiesel car with quattro drive®.

A lot of inventions appear amazingly simple, despite the many problems and years of research behind them.

Like Audi's quattro® four-wheel drive system, now also available in a diesel car, the new A6 TDI quattro®.

The direct injection 2.5-litre turbodiesel combines the power of 140bhp with remarkable fuel economy.

Enhanced grip, hold and stability make driving even more enjoyable and safer. It's really true: four is better.

Audi A6 TDI quattro®.

Autogerma S.p.A./Audi A6 TDI Quattro  
(A) Verba DDB, Milan (CD/AD) Gianfranco  
Marabelli (CD/CW) Enrico Bonomini  
(P) Carlo Paggiarino

# Professional communication

1. Important messages prominent
2. Use visualization to underline strategy
3. Lay-out for easy reading

Proposal to Provide Ultralight Aircraft
Cascadia Timber 

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### Executive Summary

*Jenair Sports is pleased to respond to Cascadia Timber's requirement for an ultralight to conduct observation of their remote forest lands. Jenair's solution is an ultralight aircraft that can be air dropped, assembled, flown, and maintained in adverse forest land conditions.*

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Cascadia Timber requires a highly flexible, low-cost ultralight that:

- Is portable and easily transportable
- Is an effective observation platform
- Is a reliable radio platform in remote areas
- Can be safely flown by Cascadia foresters
- Is easily maintained and assembled



**The Endeavor is portable and easily transportable.**



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www.jenair.com

**Figure 1. The Endeavor.** *Using the ultimate in ultralight technology, Jenair produces an ultralight that is easily maintained and highly reliable in all terrain and in most weather conditions.*

**The unique transport packing of the fuselage and wings allows easy ground support by two people, as well as safe, survivable airdrops.**

The wings, tail assembly, fuselage, and down tubes can all be oriented along a slim longitudinal axis and secured in a transport package that ensures aircraft survivability, and ease of storage and transport.

The Endeavor was designed to be easily transportable by three individuals: two to carry the 196-lb fuselage crate, and one to carry the 45-lb engine crate. The pack can be carried without discomfort because it has a molded back.

Proprietary information for Cascadia Timber only. Property of Jenair Sports, Boulder, Colorado.



# The 5 most important Guidelines (Do's) in proposal writing

1. Ensure a clear message and write it first
2. Address all demands and customer requirements
3. Follow the customer's disposition from the tender material, closely
4. Use customer language
5. Use layout and graphic to underline and enhance the most important messages





## The 5 most common traps (Don'ts) in proposal writing

1. Don't make it difficult for the reader to find information
2. Don't force the reader to count
3. Don't force the reader to make his/her own conclusions
4. Don't overwhelm evaluators with technical specifications
5. Don't overload with non-tailored re-use material

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**Contact me for further information or questions:**  
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