



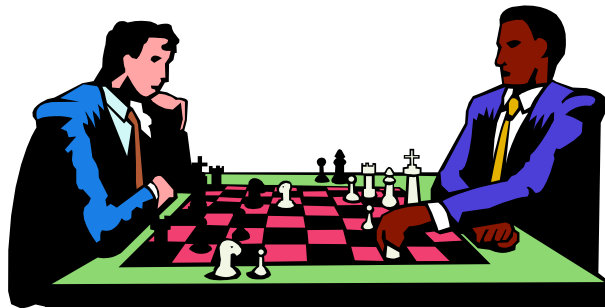
# Proposals: On Target, On Time

## Developing Proposal Themes

Prepared and presented by  
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## Change the way you prepare your proposal strategy



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## The Fourth Cardinal Rule of Proposal Development

**The Evaluator will be more likely to read your proposal if it contains unified customer-focused messages**



## Some proposal themes

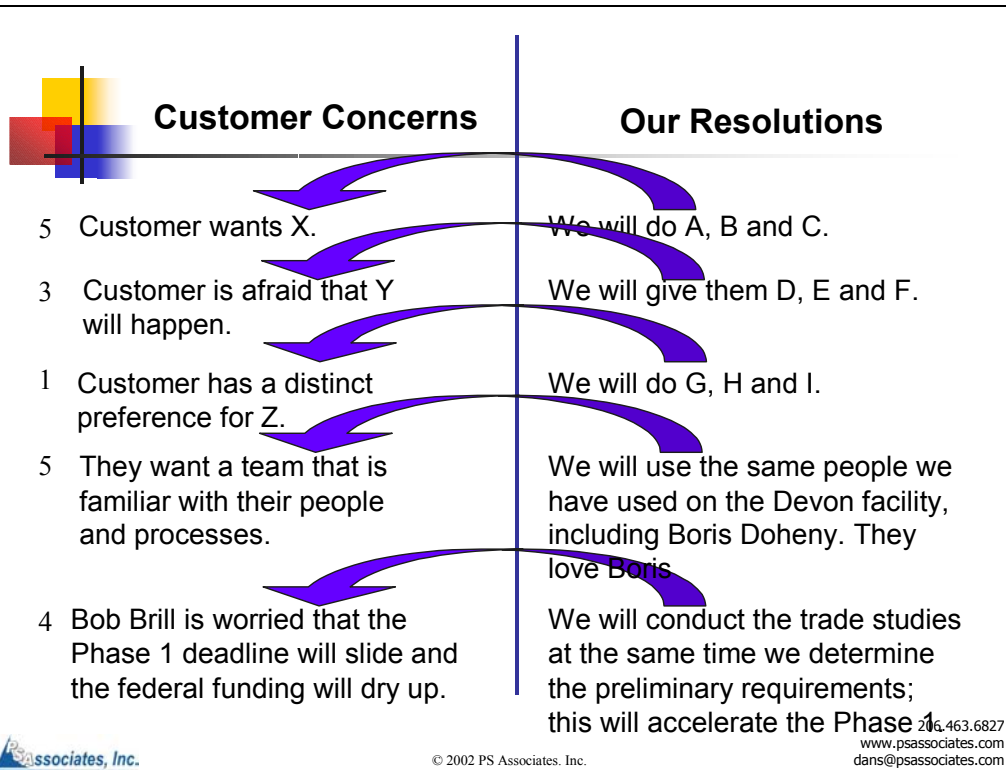
We have highlighted what separates us from the other firms:





- We've done our homework
- In-depth PODA knowledge
- Unmatched local experience
- Cohesive project team available for your project
- Demonstrated problem solvers




## Conduct a win strategy session

- Identify customer's concerns (hopes, fears/biases).
- Identify your strengths.
- Identify your weaknesses.
- Identify your competition, their strengths and their weaknesses.





 <b>Our Strengths</b>	<b>Benefits to the customer</b>
We offer X and Y.	 Customer gets Z.
We have done more facilities work for PODA than anyone other firm in the past five years.	 We know their people and processes and won't waste time learning on the job.
JEI corporate-wide has over 1000 employees	 We have a deep bench; we can provide the technical expertise from our 7 regional offices when needed.



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 <b>Our Weaknesses</b> (from the customer's perspective)	<b>Our Counters to that Perception</b>
Customer thinks we do not have X.	Show them that we have lots of X.
They believe we have limited experience with environmental permitting.	We'll bring Jon Kryzma in from our Galveston office; he has in-depth experience with permitting, esp. 199a,b and c permits.



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## The Fifth Cardinal Rule of Proposal Development

**You can't differentiate yourself from the competition unless you know who they are and what they will offer.**



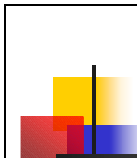
## Identify differences between you and your competitors

- Make a list of your potential competitors for this project
- List all the ways you and your competitors differ
- Assign values to the differences



## Assign values to the differences

- **Ho-hum:** A garden-variety distinction that has little relevance in this context
- **Ah-Hah:** A distinction that makes you look better than your competitors
- **Uh-oh:** A distinction that puts you in an unfavorable light, or that is a competitor's strength

 <b>JLG Associates</b> <b>Their strengths</b> (from the customer's perspective)	<b>How we can neutralize that perception</b>
<p>Has Lynn Hansen; customer likes her work a lot; she brought a critical project in under budget 3 years ago.</p> <p>They currently have a small project PODA in the Clearwater district.</p>	<p>Bob Brill likes Boris, especially the work he did on the Coleman Pier expansion project.</p> <p>It's about half the size as this project. Play up our exp. with large scale projects for PODA: we know all the issues a large project like this requires.</p>

## JLG Associates

### Their weaknesses

(from the customer's perspective)

Aside from Lynn Hanson, they have a reputation for late project delivery.

They're weak in chemical process expertise.

### How we can exploit the weaknesses

Emphasize importance of schedule and play up our exp. in bringing projects in on time..

Emphasize importance of chem. processes on this project and play up P. Kramer's expertise and national reputation and his major role in the process tasks for these projects. We'll make him available.

## Characteristics of an effective theme

- Brings direct and perceivable value to the customer.
- Is provable by citing past experience, test data, testimonials, etc.
- Is believable by the customer.
- Is something you alone of all the competitors can offer.
- Is something the customer believes only you can do.



## Some Proposal Themes

We have highlighted what separates us from the other firms:

Original: In-depth PODA knowledge

Revised:

We have done more facilities work for PODA than anyone other firm in the past five years. We know your people and processes and won't waste time getting started. The result: we'll meet your aggressive schedule, especially the critical Phase 1 milestone.

### Sample

This project is different than a pure design effort; it is an *evaluation and improvement* job. As such, it requires a different perspective than you get from a design point of view. As you will see in our approach, we have identified critical issues that are specific to this type of project. These issues are unique to evaluation and upgrade efforts, and require a team with qualifications suited to the resolve them.

We bring the necessary specialized experience to this effort. In fact, *we believe we are the best qualified of any other competitor to understand the unique needs and fully address them.* In the past ten years there have been 24 major projects in California focused on evaluating and modifying ocean outfalls. Of these, either Johnston Associates or our teaming partner Lucas Engineering has been the lead consultant on 16 of them.

Your RFP evaluation criteria lay heavy emphasis on experience: fully 75% of the score for this proposal will be on the experience we bring as a team and as individuals. The following chart demonstrates that no other team brings as much experience to this effort as the Johnston/Lucas team.