



How to Apply the Five-Sentence Proposal in The Real World

And Keep It Client Creative

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Today's Session

- Hands On Mini-Workshop
 - Tips and techniques to gain cooperation and buy-in from the start of the proposal
 - Simplify and better client focus your message
 - Gain better consistency throughout the proposal
 - Better pick your battles so that “check bid” proposals don't waste your time or derail your career



Table Topics and Reports

Barriers to:

- Getting the **proposal started** in a timely manner?
- Forming the **message simply in client terms?**
- Maintaining a **consistent client focus?**
- **Report out**



Barriers to Winning

- Lack of real understanding of client priorities
- Dealing with “How” before you deal with “What”
- Not starting early enough or using iterative process
- Spending time on incidental vs. crucial needs
- **Not Factoring Market or Client Change**
- Logistics
- Unproductive meetings
- Reinventing the wheel
- Meeting instead of working

Winning Killers



Winning: Keep It Simple

- What
- How
- How Well
- How Much

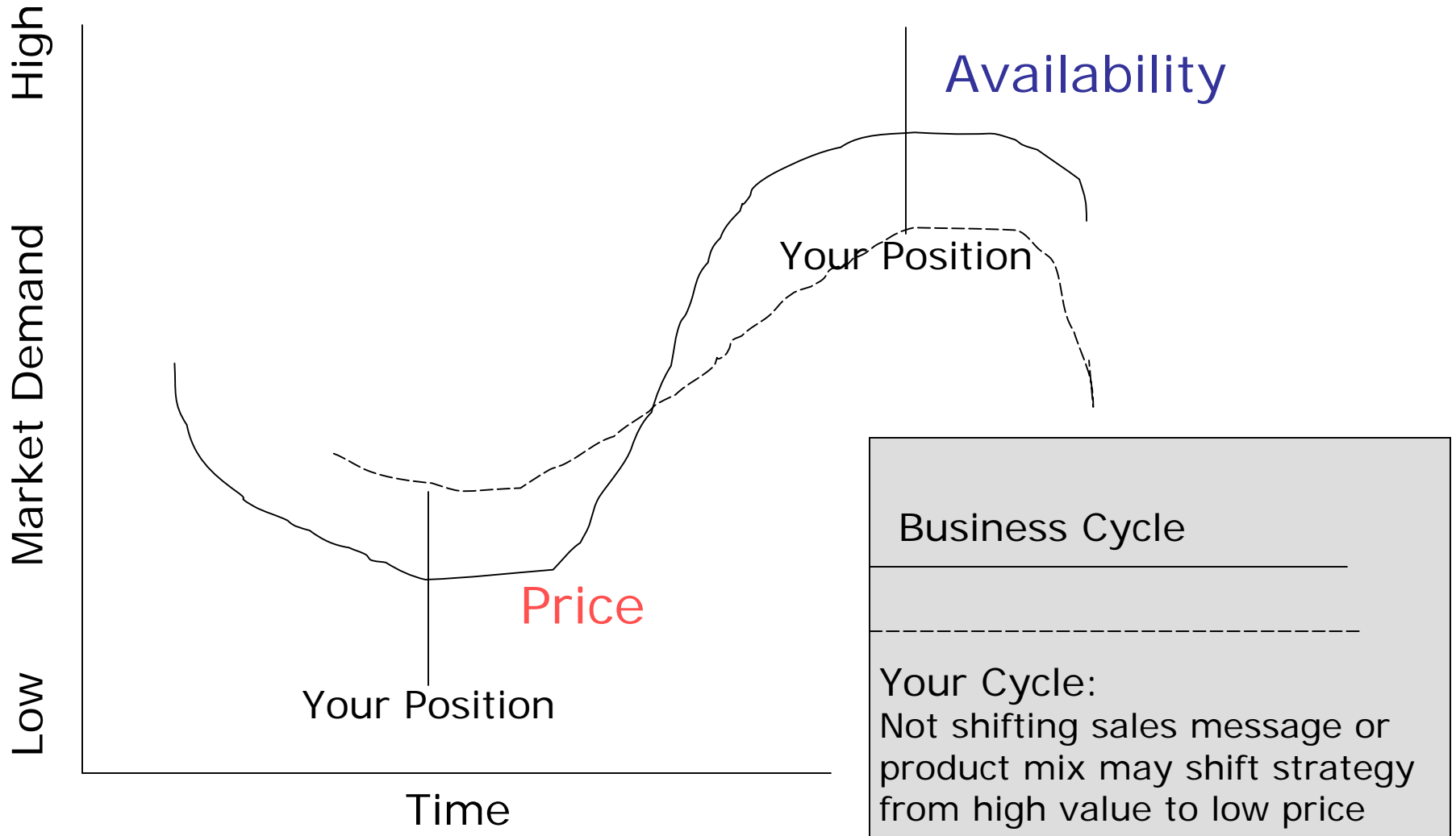


What: Strategy Team Meeting

- Key Issues
- Strategic Actions
- Client Priority Ranking

Stage of Business Cycle and Value Creation

Are You Undermining Your Position? Review





Barriers to Forming Simple Messages

- Writing the proposal before the strategy is in place
- Not making it easy to participate
 - No structure
 - No examples
 - No “early adopters”
- Not keeping meetings short & productive
 - Think first, talk second



How: Kick Off Meeting

- Give them the What
- Provide structure for the How
- Factor resources and time to set *realistic* roles, responsibilities and timelines
- Gain commitment to execute



Issues, Features, Benefits, Proofs

- Provides Structure for the *How*

I / F / B / P

Issues	Features	Benefits	Proofs
		▪	
		▪	



Review: Great Facilitation is An Iterative Process

- Inconsistent approaches or poor client focus
- Disagreements over major issues
 - Handle them now, not later
 - Focus on the Big Picture

Putting it Together: The What How Matrix

How Your Major Sections Meet Each One

WHAT

Crucial
Needs

Incidental
Needs

How Well: Competitive Analysis

Client's Needs:

Crucial Needs

- 1.
- 2.
- 3.

- 4.
- 5.

Incidental Needs

Your Offering:

Strengths

Weaknesses

Competition:

Not Derailing Your Career: Check Bid or Winner?

- What's Expected:

- Client Focus
- Consistency
- Conforming to “our ways” of doing business
- Quality

- What's Needed to Win:

- “Landscape” Strategies
- Opportunity Management
- Teams involved in ways that save everyone’s time
- Active Account Value Creation & Management

Time is spent . . .
“Communicating Value”

Winners

Time is spent . . .
“Value Creation”



Winning: Keep It Simple

- What (1)
- How (2)
- How Well (3)
- How Much (4)