

Has all of the romance drained out of your business proposals? You used to spend hours thinking about the client's needs and wants. What would their ideal contractor look like? How could I show that we're the perfect match? But lately, things have become stale. You're less interested in them and would much rather talk about yourself. If your win rate is going down the tubes, now's the time to rethink your proposal writing strategy.

Generic is for Bagged Cereal - Not Proposals

Using boilerplate language and repurposing content is an obvious way to save time and effort on proposals. Keep in mind, however, that boilerplate is the launch point for writing content, not the content itself. The "find and replace" function in Word might seem like a lifesaver but, like its cousin spell check, it's not to be trusted. Referring to the wrong client or project can be grounds for automatic disqualification. These kinds of mistakes might seem trivial and nitpicky, but they speak volumes about your attention to detail and project management skills. Don't be the ironic submitter who brags about their company's detailed and thorough reporting but can't even get the client's name right 100 percent in the proposal. What you do in the proposal is a trial run for the project.

Identify Relevant Case Studies

Present evidence that your team can fulfil the client's needs by using relevant case studies. Determine relevance based on the scope of work, location of work, contract value, level of difficulty, or client work history. You can choose whichever case studies you want, but make sure you justify why each one is relevant. The

name appears. How do the two numbers stack up? If the company-to-client ratio is greater than 10:1, it's a pretty good indicator that you've wasted a whole lot of

Key Takeaways:

- Be complete, accurate, and persuasive
- Glean client priorities by order of appearance in RFP
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- Take the quick self-centered test
- Create a table to align client needs with your solutions
- \$ SURSRVDO LVQ·W D SULFH TX work, or company history

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