

# Benchmarking & Proposal Advancement

## 4 Steps to Stay Ahead of the Competition



### How do you differentiate your company from the competition?

Your competitors claim to be the best. How do you prove that your are?

- ✓ Customer Satisfaction
- ✓ Capture Internal Expertise
- ✓ Proposal integration
- ✓ Interview Prep

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## 4 Steps to Stay Ahead of the Competition

Customized Workshops to Win Your Next Big Pursuit



### Customer Satisfaction

Gathering customer satisfaction feedback from clients & end users provides data-driven proof that a company outperform the competition.

- a) Determine the "right" questions to ask. With over 30,000 surveys collected, our team has extensive experience in developing surveys for any industry.
- b) Determine whether to utilize an online survey versus a phone conversation. Although online surveys are fast and simple, phone conversations can provide greater value, feedback, and comments (but can require more effort and time).
- c) Analyze, document, and certify the results by a third party University. Results can be posted in a custom online portal.



### Capture Internal Expertise

One of the key ways to differentiate your proposal is by capturing the operational knowledge of your critical personnel. These Subject Matter Experts (SME's) have had years of training and experience that has uncovered the 'right' and 'wrong' ways of doing things. Capturing this knowledge is a breath of fresh air for evaluators who are used to reading nothing but marketing fluff – and is essential to improving your proposal 'hit-rate'.

- a) Determine the "right" data to focus on with your SMEs. Our team will review 20 industry-specific RFP's to identify the critical information that Owners often request in the Proposal Response.
- b) Conduct targeted engagements with 15-20 of the Company's SME's & Proposal Team. This will focus on the critical content needed for the RFP response (and uncover project-specific risks, opportunities, and approaches that the SME's undertake to maximize success).
- c) Document the results to provide content that can be used on all future proposals to increase your hit rate for the long-term



### Proposal Integration

Have you ever wondered what evaluators are looking for when they rate your proposal? **Our team has analyzed 5,000+ vendor proposals and observed how evaluators really rate proposals.**

- a) We will review and redline your previous proposals
- b) We will provide direct feedback to strengthen your upcoming proposal response & submittal package.
- c) Tap into our vast database of successful and unsuccessful proposal responses to provide specific recommendations of the content really catches the attention of owner evaluation teams.



### Interview Prep

Interviews, or oral presentations, can be the single most important factor in the owner's selection process. **Our team has conducted thousands of interviews and understand the fundamental qualities to 'ace' your interview.**

Our interview prep course includes:

- a) Essential training regarding the interview process.
- b) Coaching on what evaluators are truly looking for.
- c) The three most important factors that will cause you to lose the interview.
- d) Prep questions and a mock interview session.