



Key Take-Aways

- #1 – Overconfidence is the top reason proposals fail.
- #2 – Always describe the value to the client and people.
- #3 – To connect with a prospective client you need to do more than just list your strengths. You need to establish trust and why you.
- #4 – People don't buy what you do, they buy why you do it.
- #5 – Clients choose relationships with professionals they trust.
- #6 – People universally respond to stories.
- #7 – In oral presentations your mindset and your visuals is what will get you remembered.

"People don't hate buying; they hate difficult choices. Make it easy for them to choose."

- Jim Rogers

Win More Work: How to Write Winning A/E/C Proposals

Jim Rogers

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Don't let the size of the book fool you. What it lacks in length, it more than makes up for in quality content. My version is heavily underlined and notated and if you're a business development expert or engineer novice looking to become a seller-doer, this is definitely a reference you want to add to your library.

The Betterness Trap. People can read through fluff and bold assertions of ones exclusive awesomeness will oftentimes lose a project, time and your energy. Being overconfident is the wrong mindset to employ in proposal development. The better path to follow is knowing why you want the project (beyond \$), what the client truly needs (their why), and then communicating through

At the earliest opportunity in your proposal, answer the question, "Why now?" Your answer should describe the business problem and its urgency. This sounds like one question, but it is really a two-in-one: Why? and Why now?– Jim Rogers

stories.

The Three Proposal Elements.

There are a lot of tactics one can employ in a proposal to get it recognized by judges. Focusing on the three "S's" of your proposal, however, will spell the difference between winning the project and wasting your time.

Substance: this is the core of your logical argument. Why now? Why you? What do they really want?

Structure: this gives order to your proposal. It spells out in

clear text the benefits the client will gain from being a relationship with you.

Style: gets your proposal noticed and remembered and not in a sleazy, salesy way.

The overall goal is to help make the judge's decision-making easy. The three-S formula helps you to ensure your proposal accomplishes just that – simplicity.

Your Win Theme. Why should you be hired instead another firm? Find one idea, or "win theme", addressing the client's primary concern and focus the description of your strengths *exclusively* on this win theme. Describe vivid advantages of hiring you. Your win theme becomes the thread that ties your entire proposal together

and it's the main idea you want judges/everyone to remember.

Bottom Line: Clients don't buy what you do; they buy why you do it. In a field populated by vendors that are just qualified, just as experienced, and just as skilled as yours, you must set yourself apart. You can do this by creating trust and loyalty by establishing a relationship based on truly understanding the clients requirements (stated/unstated) and clearly articulating "why you".