

# Proposing to Win

**Increase your win-rate probability.**

Proposing to Win is a systematic and highly adaptable process that will give your organization an edge over your competitors. Using our unique proposal power tools, you can make sure that your proposal is 100 percent compliant, highlights your strengths, sends the messages your potential client wants and needs to hear, and sets you apart from the competition. Our consultants can help you with ongoing projects and are experts at identifying differentiators and implementing creative strategies that are consistently effective.

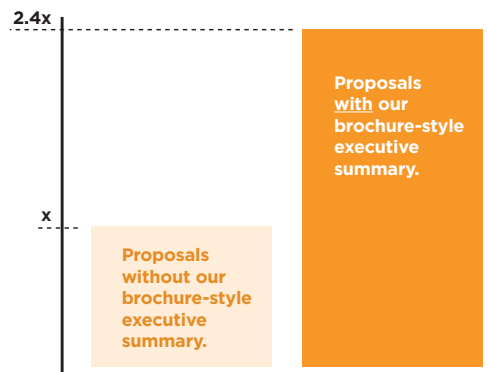
## Are your proposals as effective as they should be?

Proposing to Win provides the tools and techniques to help you address the following questions:

- ▶ Did the proposal sell or simply describe your offering?
- ▶ Did it differentiate your offer and organization from the competition?
- ▶ Did it answer the “Big Four”: Why us? Why not them? So what? How so?
- ▶ Did you link features, benefits, and proofs?
- ▶ Was each section tailored to the client?
- ▶ Did it effectively communicate a compelling value proposition?

### At a glance:

Proposing to Win is an industry-leading standard in the proposal process; its methodology delivers measurable, positive bottom-line business results. The techniques taught in this program have helped one customer increase its win percentage by 249%.



Analysis of 50 randomly chosen proposals at a global engineering company shows a 240% increase in win rate probability when using the Korn Ferry process.

## Program topics.

The two-day workshop is delivered to up to 16 participants at your organization. The program is led by an expert facilitator who will teach participants the following:

- ▶ View proposals in a larger, strategic business development context.
- ▶ Evaluate the situation and develop a thorough understanding of the RFP requirements.
- ▶ Know and understand how to develop an effective proposal strategy.
- ▶ Understand how to effectively sell your value proposition within the proposal.
- ▶ Follow a disciplined, systematic approach to developing better proposals.
- ▶ Identify the different types of readers and design proposals to meet their needs.
- ▶ Design an executive summary that gives the client compelling reasons for choosing you.
- ▶ Know and be able to answer four key questions every customer asks.

## Proposal power tools.

**Key issues analysis:** Assess your competitive posture, develop a win strategy, and identify key differentiators.

**GIFBP matrix:** Formulate your win themes by linking goals, features, benefits, and proofs to the client's issues.

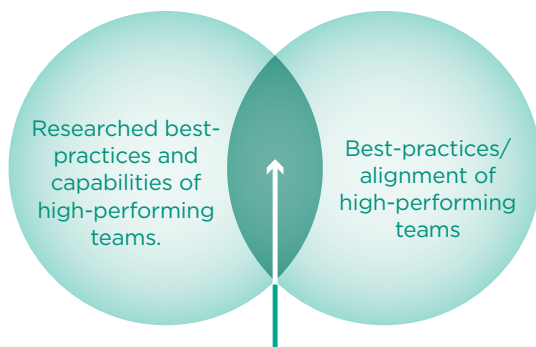
**Visuals and action captions:** Develop captions that highlight the key features of the visuals and the benefits of those features.

**Section themes:** Create theme statements that highlight the key features of each section of the proposal and link them to the benefits.

**Executive summary:** Craft an executive summary—one of the best tools you have to sell your value proposition to the client's key decision makers.

**Storyboarding:** Facilitate the ongoing review and refinement of the proposal as it is developed.

**Red team reviews:** Use a proven protocol for reviewing and revising proposals before submittal.



Develop an effective win strategy that drives differentiating value proposition using Korn Ferry's unique "sweet/sour spot" analysis and proven proposal tools and processes.