

Steps To Winning More Proposals – *Increasing Our Win Rate*

Steps to Consider	Questions To Discuss With Your Team	Steps To Improve?
Refresh Value Proposition	Are we unique in the market versus competition and do we effectively convey this during our sales calls?	
Proposal Messaging	When the customer receives our proposal, are our unique capabilities clearly conveyed?	
Expand Served Market	Is our market that we serve large enough to meet our growth needs?	
Refresh Reputation	What is our brand reputation in the eyes of existing and new customers?	
Build Brand Presence	Is our brand and capabilities visible to potential customers so they know to call us?	
Understand Customer Need	Do we do a good job of listening to the customer to understand their specific needs? Do we make them fit our solution or do we fit our solution to their needs?	
Customer De-Risk	Are there steps we can take to reduce risk or headaches that customers experience?	
Proposal Quality	How does our proposal compare to that the customer receives from competitors? Do our proposals anticipate customer questions and needs?	
Proposal Follow Thru	Are we managing the proposal process to the customers desired timeline?	
Refresh Terms & Conditions	Do customers find our contract terms & conditions generally acceptable or onerous?	
Refresh Proposal Pricing	Does our pricing strategy reflect our market uniqueness? How do customers view our pricing in relation to the competition and their offering?	