



## Transform AVERAGE proposals into AWESOME proposals!

Whether you are an experienced Federal Government contractor with a declining win rate, or a growing firm that needs to improve your proposals to compete for prime contracts, a proposal makeover will help identify actionable next steps for developing winning proposals.

### Most Common Government Contracting Proposal Problems & Downfalls

- Not **compliant** with Request for Proposal (RFP) instructions
- Not **responsive** to customer requirements
- Not **compelling** enough to justify award
- Not **consistent** with company or customer branding
- Too much **untailored boilerplate and model content**
- Lack of **understanding of customer needs and challenges**
- No demonstration of low risk based on **similar experience**
- Not providing the Government enough confidence in your ability to perform the work based on your **history of past performance**
- **Too technical**
- **Not technical enough** (no solution inputs from Subject Matter Experts)
- **Not reviewed and edited** for quality, spelling, and grammar
- **Unprofessional formatting and graphics**



With a Proposal Makeover, you can deliver compliant and compelling proposals that generate a positive impression and increase favorable reviews from Government evaluators. Your improved proposals will reflect your company's commitment and professionalism, communicate your company capabilities and strengths, and build a sense of trust with the customer, resulting in more contract awards.

*You never get a second chance to make a good first impression, so your proposal must be persuasive and innovative, setting you apart from other bidders.*

### Proposal Makeover Results: Improved Win Rates

- More visually appealing, clear, compelling, and professional proposals
- Proposals that clarify understanding and are easy and intuitive to evaluate
- Proposals that are more customer-focused and influence evaluators' decisions
- Proposals that demonstrate low risk; support high confidence in your capabilities, approach, and experience; and build trust with customers



## CLIENT TESTIMONIALS

*"...the lead Contracts [POC] was significant in her praise for how amazing our proposals are."*

*"Your amazing work was a key factor no doubt [in our winning proposal]."*

*"We will apply your tips for proposal writing and developing win themes..."*

*"You make these [proposals] amazing, we appreciate your talent!"*

*"[The proposal] looks fantastic ...This is a great learning experience...!"*

*"[The proposal] looks so good!"*

Provide a previously submitted proposal and the RFP and you will receive a proposal review with recommendations for actionable proposal improvements and best practices.

### **Typical Proposal Makeover Recommendations**

- Improve layout, format, and graphics for more visually appealing, clear, compelling, and professional proposals
- Identify content that would benefit from graphics, with suggested potential conceptual graphics and action captions
- Enhance evaluators' understanding of key features, benefits, and discriminators through clearly communicated and persuasive messages
- Structure and write the proposal to support ease of evaluation and optimize legibility
- Get your proposal noticed and grab (and keep) the attention of the evaluators
- Provide consistency and order to prevent evaluators from being distracted
- Demonstrate understanding and resonate with what is important to the customer
- Add more customer intimacy by addressing specific current challenges faced by their program and how you can help resolve those challenges
- Tailor irrelevant and generic boilerplate and model content to make your proposed solution as much about the customer and their needs as possible
- Reuse and repurpose old proposal responses more effectively and efficiently
- Avoid using fluff (useless and unsubstantiated information)
- Emphasize clear reasons why the Government should select you for contract award through win themes, summarized in the introduction and woven throughout the narrative where appropriate
- Collect and regularly update contract execution data (including past performance citations) for use in proposals

### **Proposal Makeover Consultant, Deb Yeagle**

- Certified Foundation Level, Association of Proposal Management Professionals (CF APMP) and APMP Graphics Micro-Certification (GR-M APMP)
- Certified Project Management Institute (PMI) Project Management Professional (PMP)
- Over 25 years of experience in Federal Government
- Over 15 years of experience developing winning capture strategies and proposals in industry
- Nearly \$6B in Federal Government contract awards
- Contact: Deb Yeagle, Email: [debyeagle@plantowin.biz](mailto:debyeagle@plantowin.biz), Telephone: 540-907-6789