

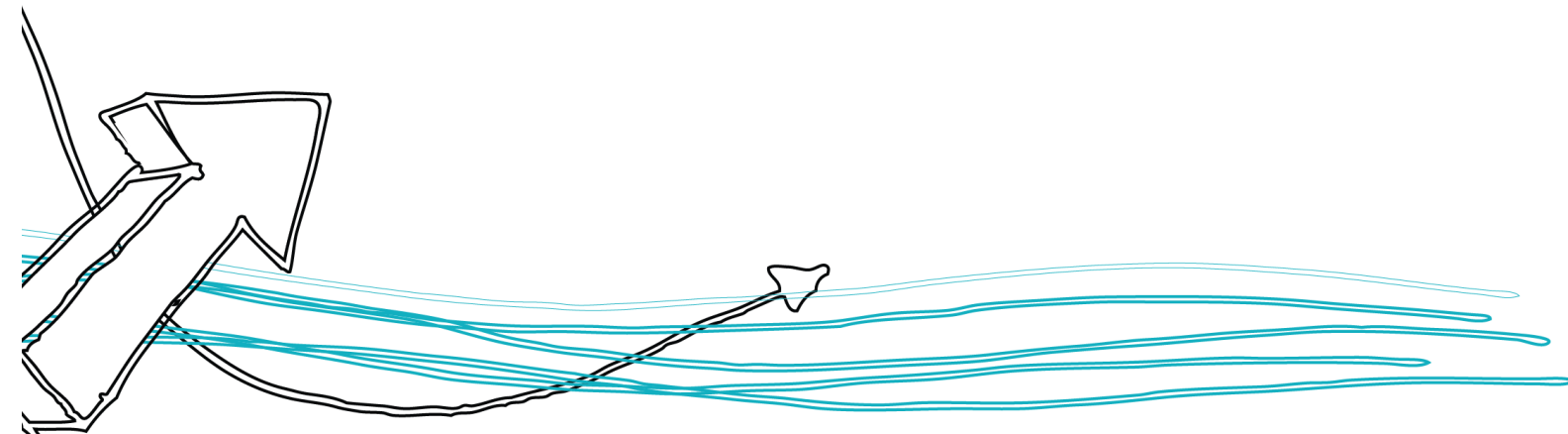
proposal WRITING

kb&M **PROPOSAL** group

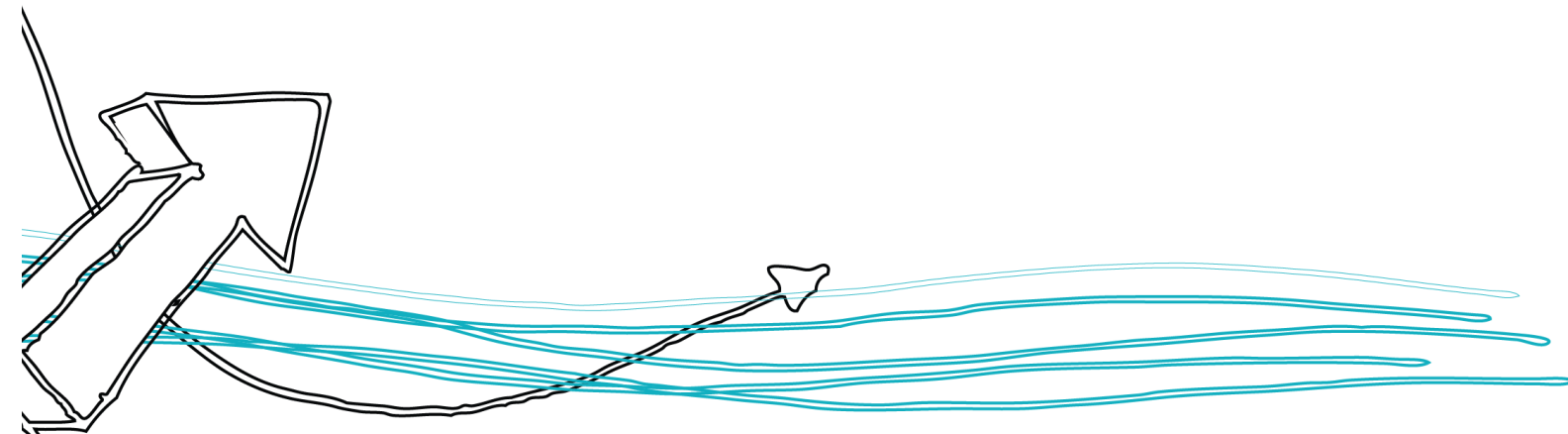


This isn't about building
something

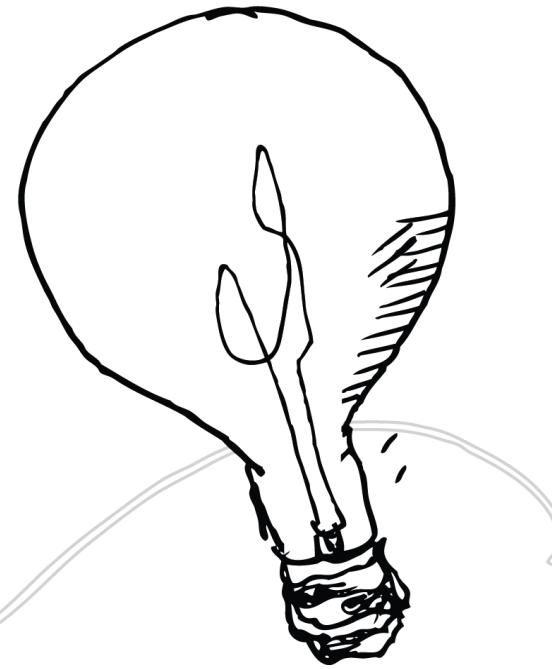
It's about getting the
opportunity to build it



First we have to convince the client to **choose** us

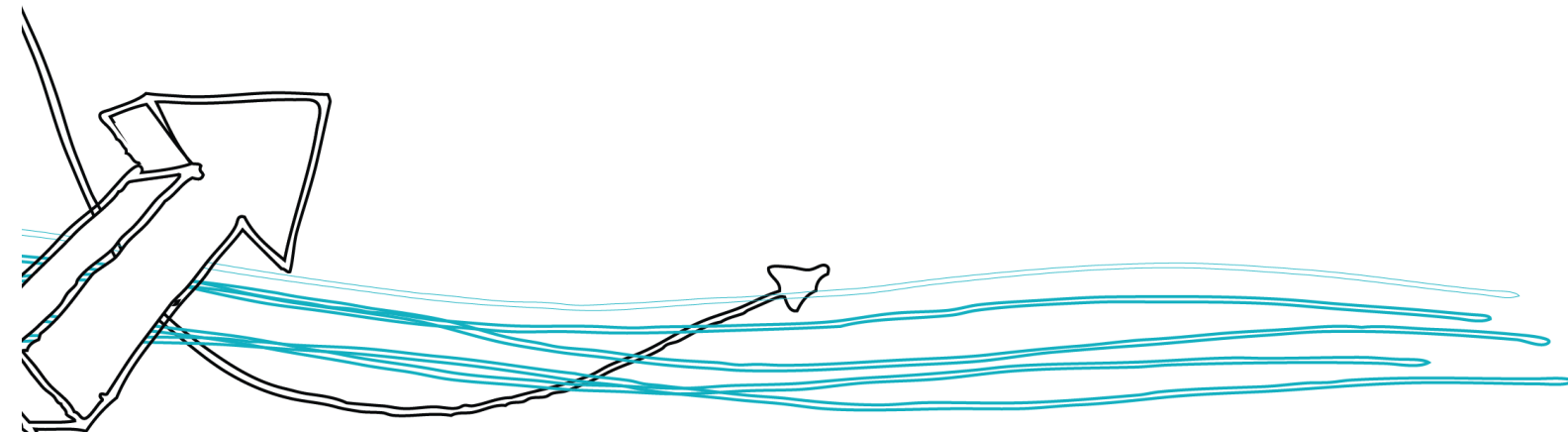


Big Idea



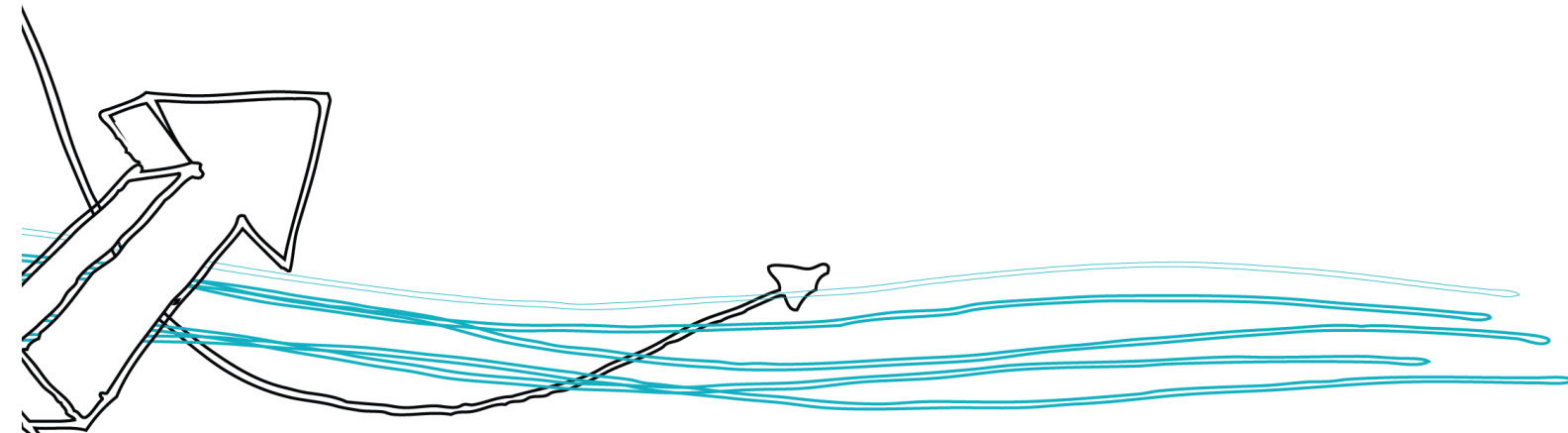
**We have to have a Big Idea
and then communicate, or sell,
our great idea through our technical proposal.**

Marketing's assignment:
Turn that differentiating idea
into a **strategy**



It's not about how we're
going to do the work

It's how we're going to do it
better



Understand the **client**

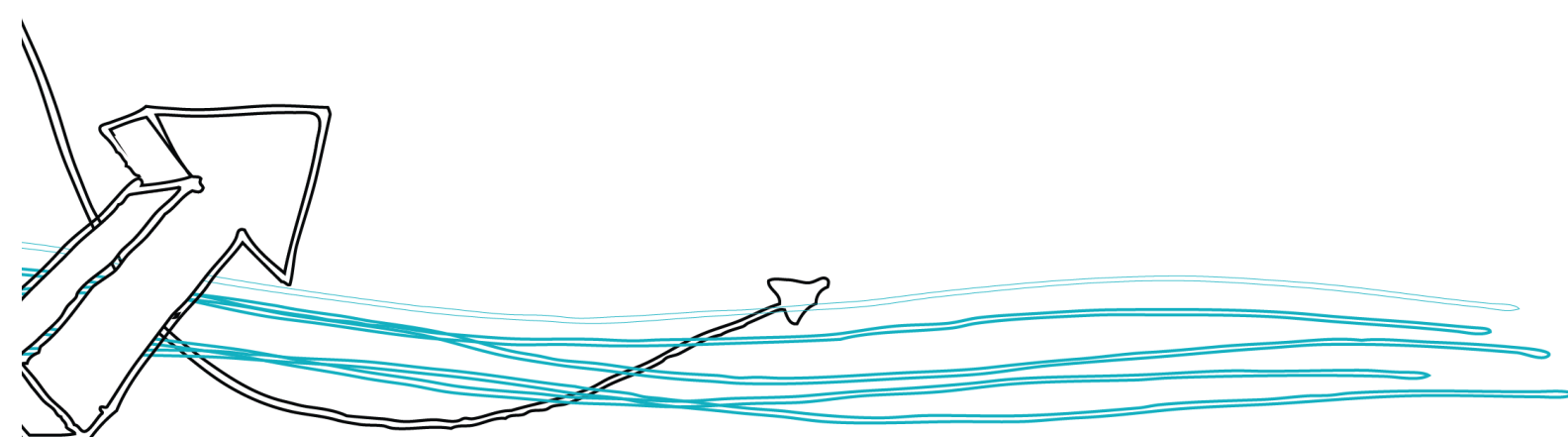
- Drivers, hot buttons, influencers

Know **ourselves**

- Strengths, challenges, opportunities

Know our **competition**

- Strengths and weaknesses



Themes

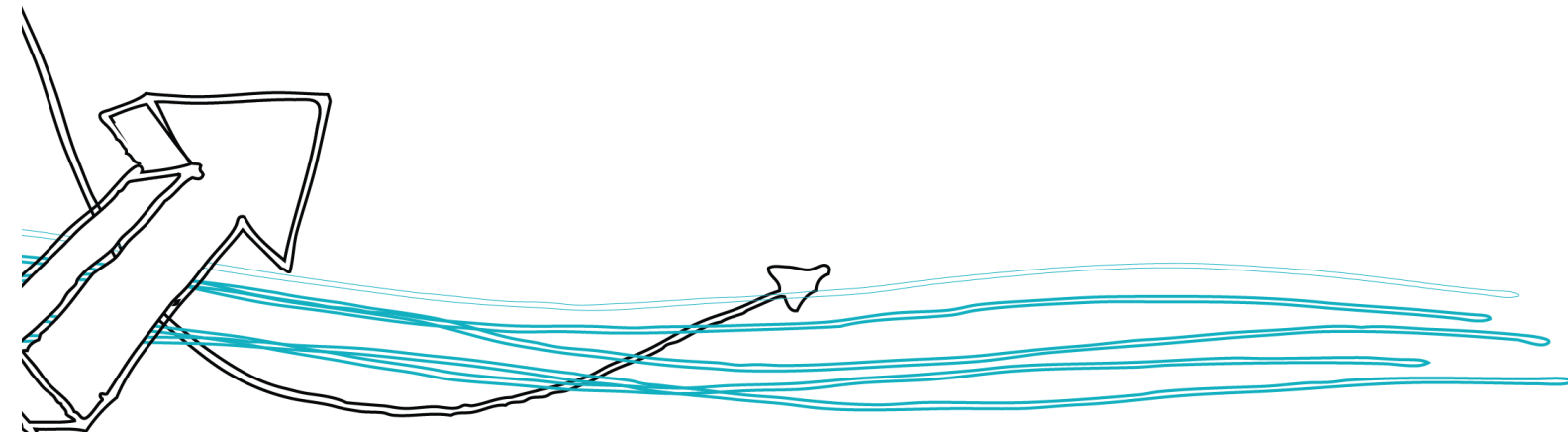
- Value statements or messages

Differentiators

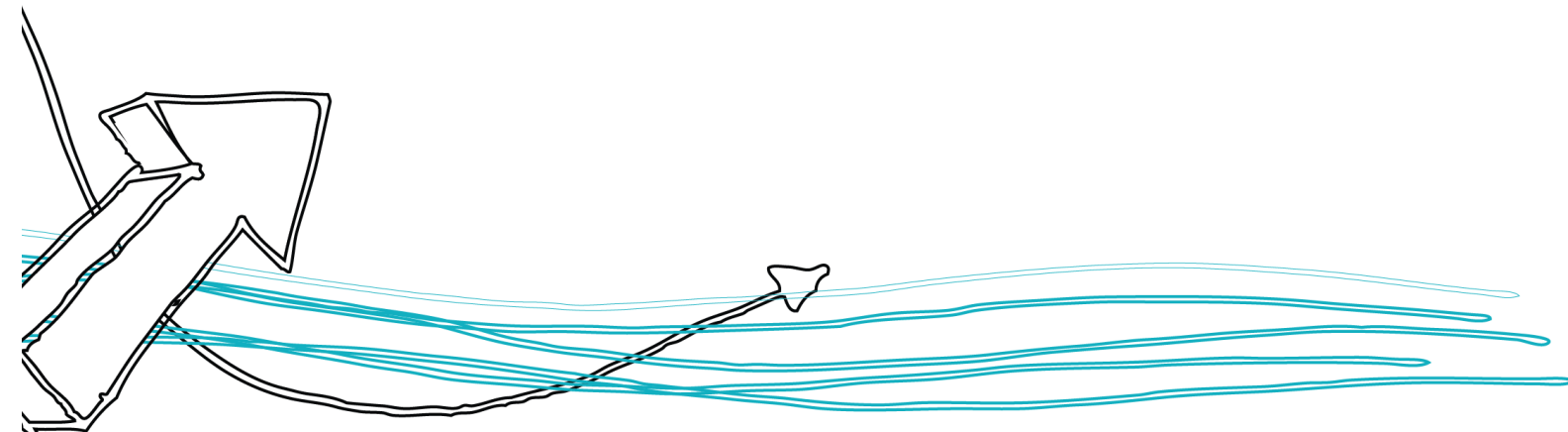
- What sets our team apart

Value propositions

- ATCs, innovations, new methods

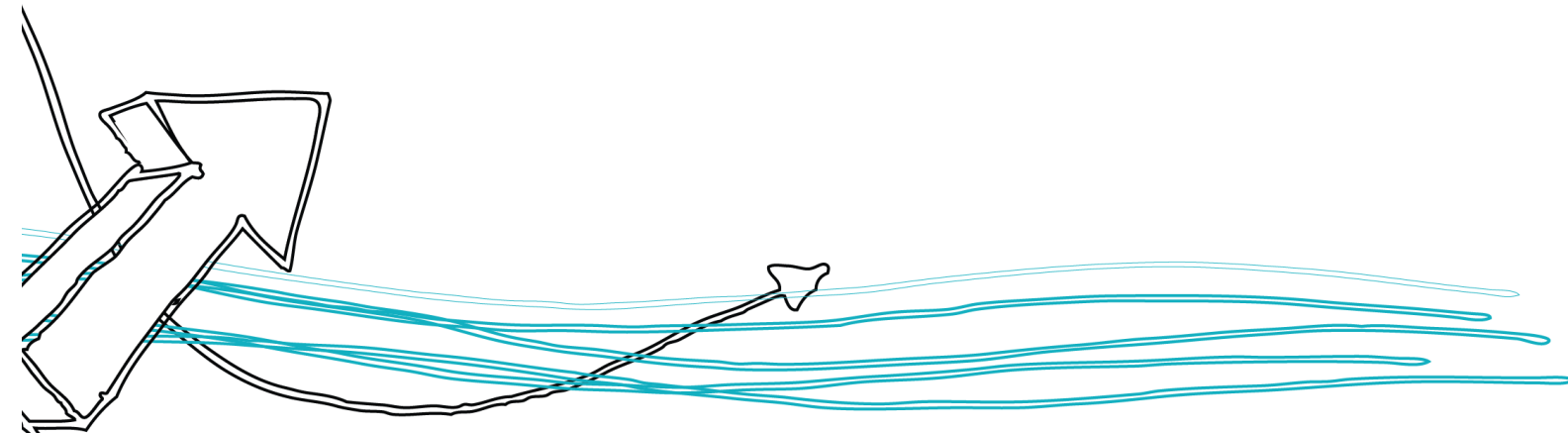


Themes
+
Differentiators
+
Value Propositions
= Win Strategy

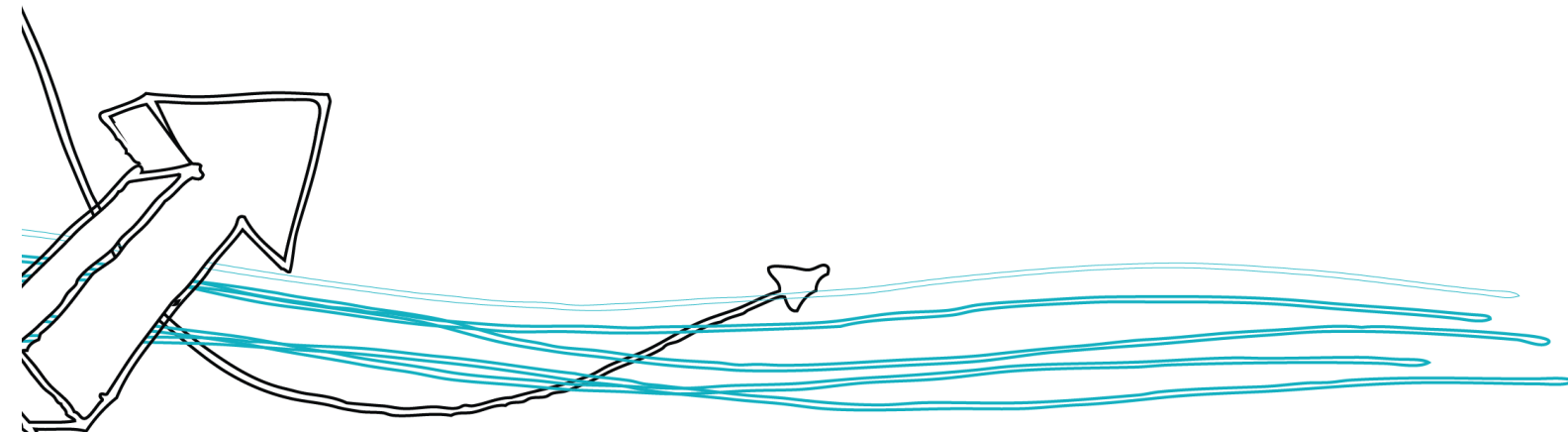


If the **Big Idea** is
the ball

the **strategy** is the bat



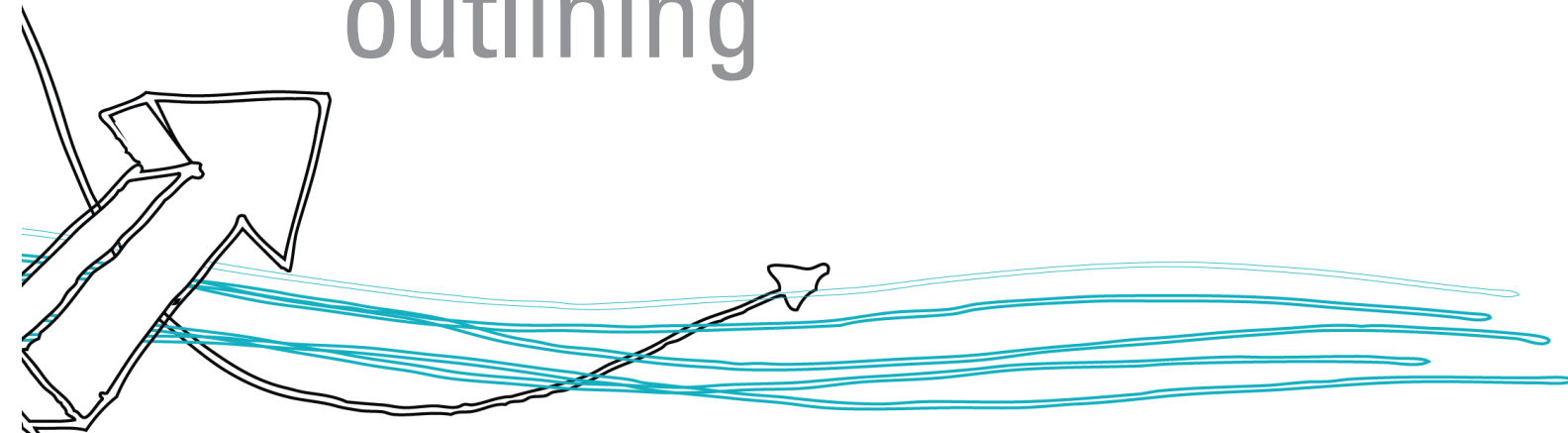
We don't build anything
without a **plan**
including a proposal



First 40% is **preparing and
planning**

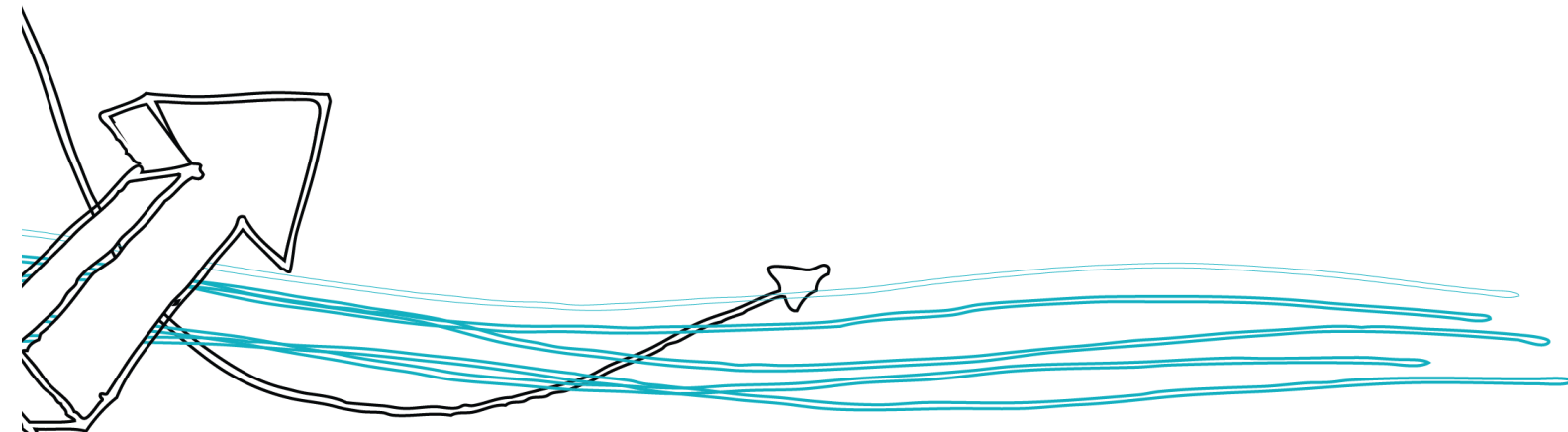
brainstorming
research

organizing information
outlining



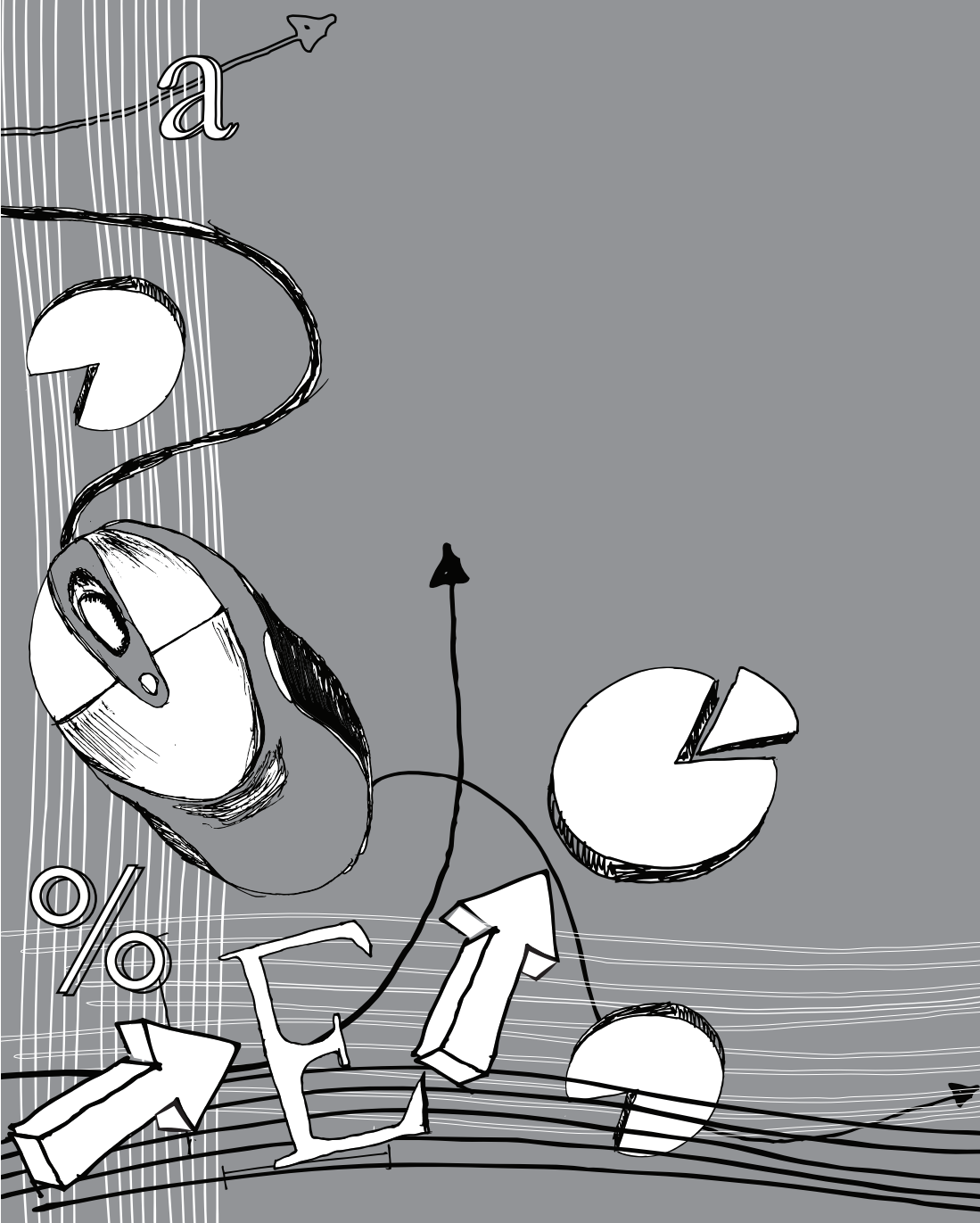
① Preparing Collect

Gather information to answer the RFP question. Research. Identify the benefits of the plan. Brainstorm.



BRAND

presented by erica coombs
and regan conley

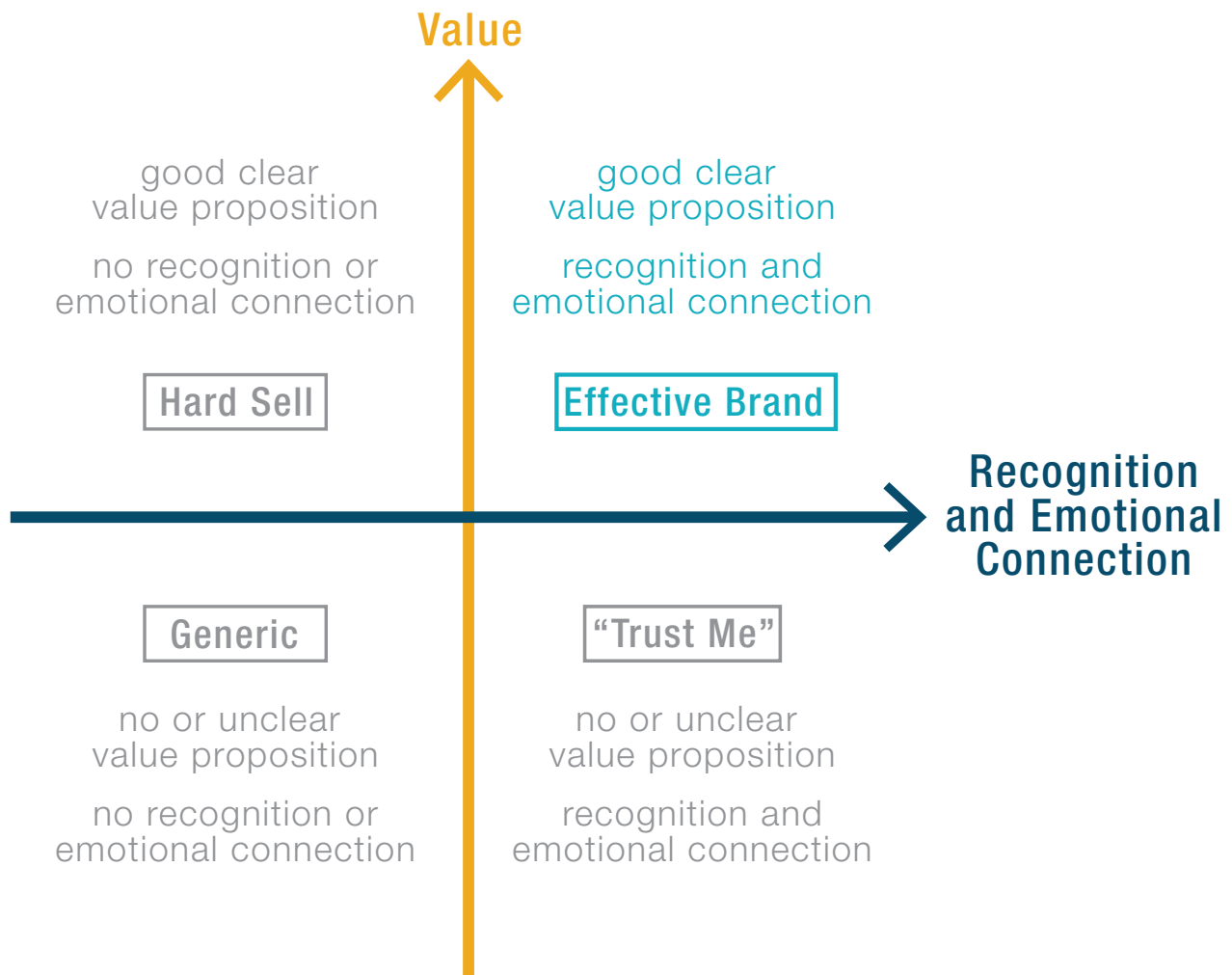


kb&M **PROPOSAL** group

A brand is:

- a promise of what we will deliver, offer, or provide time and again to our clients
- a person's gut feeling or an emotional connection about a product, service, or the company
- others' perceptions about us or the product

Branding is figuring out what the promise is and how to communicate it, both visually and with words, then delivering on that consistently.



Personality

Attributes, culture, or personality. Edgy or conservative? Global or local? Serious or silly? Warm or sleek? Is the brand friendly? Be conversational. Is it ritzy? Be more formal. Attributing these traits is a way to achieve differentiation.

An Identity

The outward expression including the name and visual appearance. It symbolizes how we're different. It's the most recognizable piece, but it should be created last: It reflects the personality, values, messages, etc.

Writing That Convinces

Regan Conley

Lead Proposal Editor



What is Writing That Convinces?

3 BIG goals for our writing...

Clear. Concise. Compelling.



Simple Formula

to give anything you write a
better argument

Features

Benefits

Proof

Value

Proof

How we know

Confirm the feature has the benefit we say

**Through our experience,
industry standards, design testing**

Clients are interested in
what we can do to
solve their problems,
not in generalized market info

Value

The client's bottom line—not ours

Great communicators help people care.
What is the client passionate about?

**Alternative
construction feature
means less in-water
work time.**

Reduced
environmental
impact

Cost savings
from fewer
manhours

Earlier
completion

BUT WHICH ONE?

Which ever one is the one the client
cares about. Read the rating factors!
This is the client's bottom line.

Writing that Convinces - The Formula

FEATURE What we're going to do	BENEFITS So what?	PROOF How we know it works	VALUE What is the importance of the benefit to the client?
Providing LED lights to illuminate the Regional Shared Use Path	LED lights last 2 times longer and use half of the electricity of the more typical metal halide or high-pressure sodium luminaires	As studied by the Illinois Center for Transportation and accepted by the Federal Highway Administration	<i>Low cost is important to the client:</i> Eliminating 155 lamp replacements at \$1,000 per lamp. Reducing electricity usage 23.5 kW/year; at \$0.08/KW, this reduces utility cost \$22,000 per year. This improvement lowers long term maintenance costs by almost \$1.8-million.
Completing the project 10-months early	Early completion reduces client's administrative costs by reducing staff time	Savings can be calculated using an average monthly wage of \$13,000 for the client's staff of 43 people	<i>Low cost is important to the client:</i> Saves MSDOT \$5,590,000 in administrative costs for the project
Pier 1 is closer to the shoreline	Provides mariners greater space to navigate	Widening the navigational channel from 190' to 285' provides more room for mariners to maneuver	<i>Low risk is important to the client:</i> Decreases the risk of a collision and the potential liability accompanying it
Enclosed maintenance yard	Provides more flexibility in establishing work hours and reduces noise and light pollution that may negatively impact the neighbors	Full height walls and roof will reduce the escaping noise level by 49 dB and virtually eliminate any light	<i>Ease of maintenance is important to the client:</i> Provides greater flexibility to establish work hours based on maintenance needs and not community noise restrictions <i>Community relations is important to the client:</i> Allows client to be a better neighbor

Tips

- Four steps
 - Features are the facts or methods we're using
 - Benefits describe what's so great about the feature. Try to think about what might be great to the client. It's not a benefit to them, if it's just easier for us.
 - Proof confirms that the feature has the benefit we claim. Merely working in a market (even for a long time) isn't proof.
 - Value is all about the client's bottom line: Cost effectiveness, reliability, flexibility, ease of operation, durability, compatibility, future application, time savings...
- Not just fluff: Its a tool to help clients understand why what we're offering is better for them than what the competition is offering. Help make their decision easy.
 - Sell benefits or value, not features
 - Don't get so focused on describing WHAT we offer (the feature or method) that you forget the client.
 - So That...
 - With this method, you get [benefit], so that [bigger benefit], so that [bigger benefit] until you can't go further.
 - What this means to you...
 - This bridge has xyz feature. What this means to you is...[until you get the real value to the client].