



PROPOSAL ASSESSMENT



WHAT ARE YOUR PROPOSALS SAYING ABOUT YOU?

KEY COMPONENTS

- Interview your proposal team (writer, manager, sales rep, other participants) to determine strategy and goals in the solicitation
- Evaluation of your proposal against solicitation (RFI, RFP, ITB, etc.) requirements for completeness and evasion
- Determination of proposal strengths and weaknesses
- Review of your proposal against competition (where available)

ARE YOU LOSING DEALS BECAUSE OF YOUR PROPOSALS? THERE IS SOMETHING YOU CAN DO ABOUT IT...

Your sales proposals are your silent sales force - they definitely speak to your sales prospects. Everything in your proposals represents your organization and your prospective customers react to what they read. Many organizations use the same boilerplate proposal for years and years. If you're not careful, you can lose a deal or be stuck with a bad long-term deal with any of these issues:

- Misspell a name
- Be evasive in your answers to direct requirements
- Don't customize the proposal to the prospect's needs
- Have to live with any incorrect numbers in your final proposal

The Rokay Proposal Assessment services thoroughly reviews your proposals - both your standard proposals as well as formal solicitations (RFP, RFI, ITB, etc.) - and tells you how the proposal is impacting your audience. Is it clear? Is it direct? Is it a winner?

COMPREHENSIVE PROPOSAL ASSESSMENT

We don't just read your proposal one time and give you cursory feedback. We're going to read your proposal and give you feedback for improvement from several different viewpoints:

- a customer reviewer reading the proposal for the first time
- a customer purchasing agent reviewing the proposal for adherence to solicitation requirements and compliance
- a proposal manager reading the proposal for a finished work-product
- a sales manager reading the proposal as a sales presentation

We'll also give you a complete list of your proposal's strengths and weaknesses, allowing you to improve this vital area of your sales presentation.

A Rokay Proposal Assessment is comprehensive, it's thorough, and it's one more advantage you have over your competition.

ROKAY'S PROPOSAL ASSESSMENT

Our Assessment Process

Our assessment process is much more than just reading your proposal and giving you our thoughts. It's a comprehensive review of your proposal strategies, your proposal creation process, and a review of the document itself. Some key steps in our process include:

Product Review - We'll spend time up-front reviewing your offering to put the proposal in context

Interviews with your Proposal Team - This includes the proposal manager as well as the main proposal writer and gives us the strategies and approaches used for this proposal

Interview with Primary Sales Representative - The sales representative had the main contact with the prospect and directed the proposal to meet their needs. No evaluation would be complete without this important step

Review the solicitation documents - Before we review your proposal, we need to first understand the solicitation the way it was received by your team

Proposal Review - Not just a cursory read. We'll review for:

- *Solicitation compliance*
- *Adherence to sales direction*
- *Incomplete or evasive answers to requirements*
- *Proposal strengths*
- *Proposal Weaknesses*

In addition, if your organization has been able to obtain competitive proposals via FOIA requests, we'll also review and compare those. At the end, you'll receive a comprehensive evaluation of your proposal including a summary of your strengths and weaknesses as the proposal stands alone as well as a summary of strengths and weaknesses against your competition.

Results

Whether you have been losing solicitations and need to find ways to win more or whether you have been winning solicitations and need to remain on top, a regular systemic evaluation and improvement of your solutions and tools is the best way to improve.

At the conclusion of the comprehensive Rokay Proposal Assessment, you'll know just where you have strengths and weaknesses and can build an improvement plan for your sales proposals.

The improvements in your proposals can lead to more closed sales. And after all, isn't that what it's all about?



Rokay Services Group, LLC

phone: (480) 489-4439

email: info@rokaygroup.com

web: <http://www.rokaygroup.com>