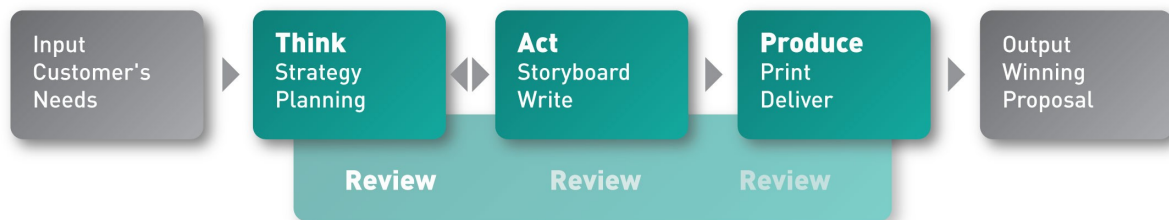


# Creating Sales Excellence

## Excellence in: proposals

Most organisations produce winning proposals sometimes - few do it first time, every time. By following our TAP-R approach to producing proposals, you can improve the quality of your proposals, whilst spending less time and money doing so.



First, **think** what you want to achieve, and the best way to do this. For example, who is the audience, what do they want to hear, and how to you maximise your evaluation score. What are your key "selling messages".

Second, **act** - sketch out ("story-board") each part (i.e. page, chapter, section) of the proposal, being very clear what it will look like. How will the selling messages be embedded. A good story-board will illuminate any issues with the proposed solution. It also draws out any clarification questions to ask the client. Once the story-board is agreed, write the proposal - this is not easy, and is an area in which we can offer specialist help.

Third, **produce** the proposal - taking care that the print and finishing is of the right quality.

It is important that everything is **reviewed** throughout. Our approach is one of continual review, correcting potential mistakes early. Again, we offer specific support to manage the review process.

The benefits of the TAP-R approach are: customer focused proposals, early resolution of issues, lower bid costs, and a higher win rate.