



**2020 Virtual User Conference**

10.15.20 1:00 - 5:30 PM EST

# *TIPS AND TRICKS FOR IMPROVING THE REVIEW PROCESS*



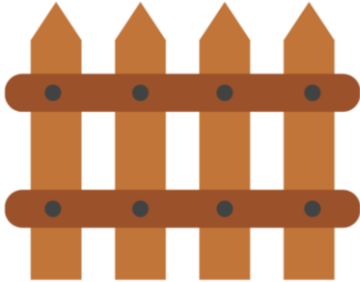
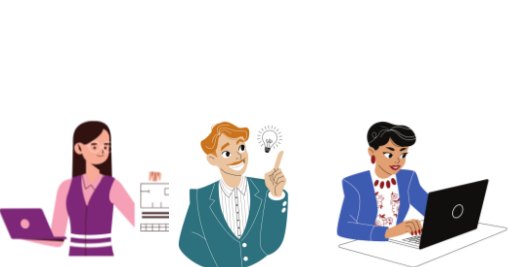
**Cheryl Smith**

# Proposal Reviewers

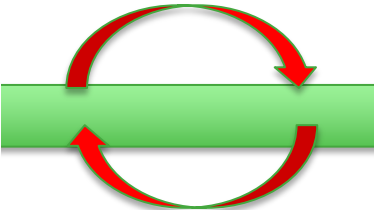
- Are your *Gatekeepers*
  - Evaluation process
  - Compliant issues
  - Strategy weaknesses
  - Instructions that strengthen your proposal



# Consensus?



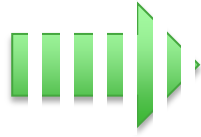
**Reviewers**



**Churn**



**Writers**



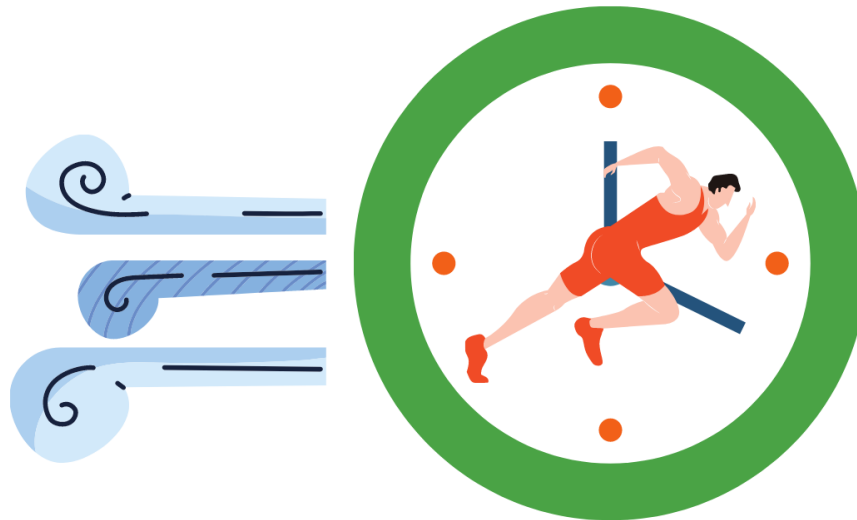
**Improve**

# Hot Wash Proposal Reviews



## 3 Ways to “Hot Wash” in Record Time

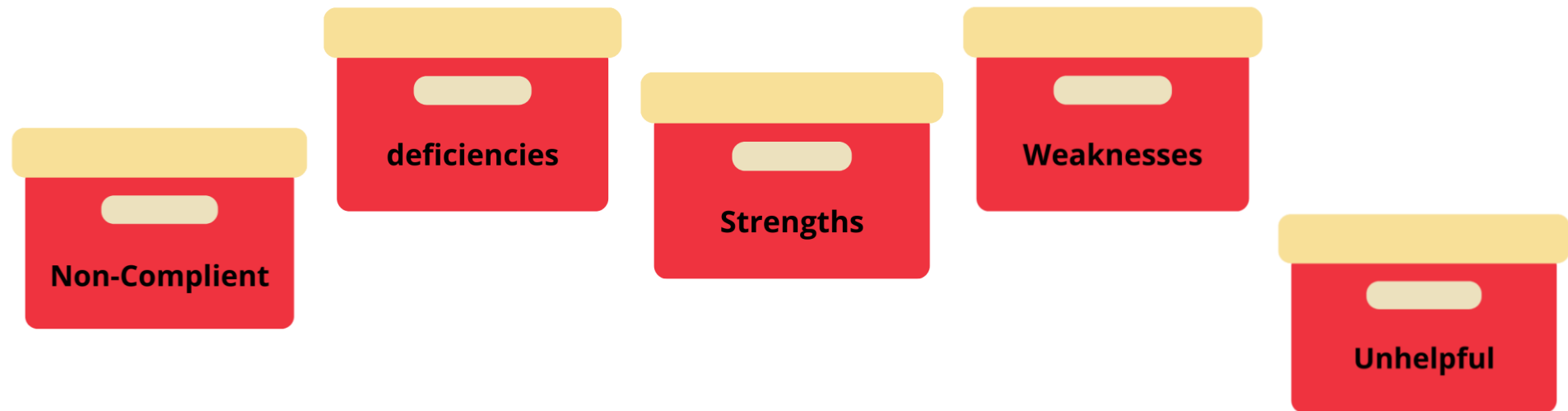
- Skip the Review Document “Merge” Step
- Arbitrate and Prioritize Feedback
- Not all Review Feedback is Created Equal



# # 1 Skip the Review Document “Merge” Step



## # 2 Arbitrate and Prioritize Feedback



# #3 Not all Review Feedback is Created Equal

## Feedback



## Instructions



“This is weak.”

VS

“Add this description.”



# Next Steps

- Consider Hot Washing reviews
- Faster, more productive reviews
- Clearer, more quality revisions
- More quality, compelling proposals

***“Over 40% of bidders should be ashamed of the quality of their proposals.”***

- According to a recent buyer’s survey by Strategic Proposals Limited, the #1 approved training organization by APMP



