



2020 Virtual User Conference

10.15.20 1:00 - 5:30 PM EST

***SALES STRATEGY
MEETINGS, NOT PROPOSAL
KICK-OFF MEETINGS***



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Fact #1

An RFP is not a writing project to complete, it is a sales opportunity to win.

Fact #2

Proposal writers are salespeople who sell on paper.

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How do you, the proposal writer, get the information about the customer you need to write an effective, buyer-focused proposal?

Our goal today...

Figure out how to evolve our kickoff meetings so, in addition to all of the administrative tasks, they also include...

1. A comprehensive debrief of pre-RFP interactions for the entire proposal team.
2. Lots more sales strategy focus and discussion.

1. Debrief From Pre-RFP Efforts

- History of the project or program.
- Circumstances surrounding why the RFP was issued now.
- List of the buyers and the influencers; names, titles, and roles.
- List of the individual motivations for each decision maker or influencer.

2. Selling Strategy Discussion

- What is the solution we are proposing?
- How does our solution address...
 - Important organizational objectives
 - Important buyer motivations?
- What differentiates our solution from competing alternatives.
- What are our competitors' advantages and how to we overcome them?
- What shortcomings to we have and how will we address them?

You have to teach your salespeople and SMEs what you're looking for the next time they bring an RFP to you.

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Proposal Best Practices is available at online bookstores everywhere.

