SMARTEGIES

WHAT IS YOUR PROPOSAL PROCESS REALLY COSTING YOU?

WHAT ARE PROPOSALS COSTING YOU?

Proposals produced annually:	Average cost per proposal:	**ESTIMATED ANNUAL PROPOSAL COST:**
____________________	$ ____________________	$ ____________________

*Cost: Time and materials for the company to create the proposals.

NOW ASK: Are we spending our most valuable time on opportunities that matter most?

NOT EVERY PURSUIT DESERVES THE SAME INVESTMENT

STRATEGIC
Invest more.
Must-win opportunities, key accounts and strategic targets. High customization. Senior involvement. Strong pursuit strategy.

TARGETED
Customize what matters.
Important opportunities where you have a credible position to win.
Focus customization on the client, approach, messaging and proof.

STANDARD
Keep it efficient.
Routine or lower-priority opportunities.
Use approved content, templates, resumes and project information.

Standardize what makes you consistent. Customize what makes you relevant.

WHAT COULD A BETTER HIT RATE BE WORTH?

Small improvements in hit rate can create meaningful revenue impact. Run the numbers for your firm.

Annual value* of proposals submitted: $ ____________________

Current hit rate: ______ %

* Value is the earned contract value if the firm wins the project.

5% IMPROVEMENT	10% IMPROVEMENT	15% IMPROVEMENT
$ ____________________	$ ____________________	$ ____________________

BEFORE YOUR NEXT PROPOSAL, ASK:

Should we pursue it?	Is it the right opportunity for our firm?
How strong is our position to win?	Do we have the relationships, experience and differentiation to compete?
What level of pursuit is this?	Strategic, targeted or standard?
How much should we invest?	Does the opportunity justify the time and resources we are about to put into it?

Need Help? Contact Smartegies Today!