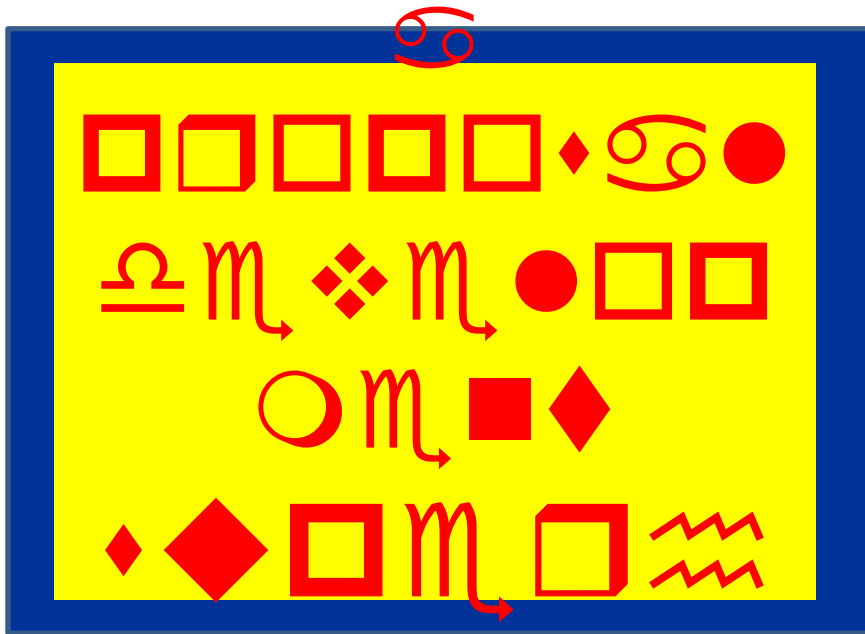


## Proposal Superheroes – *What Superpowers Do You Possess?*

Presented by  
BJ Lownie PPF.APMP  
Managing Director  
Strategic Proposals



# Proposal Superheroes



***Proposal Superheroes -What Superpowers Do You Possess?***



# Proposal Superheroes

“Responding faster than a speeding bullet.

Developing content more powerful than a locomotive.

Able to overcome typical obstacles in a single bound.”



***Proposal Superheroes -What Superpowers Do You Possess?***



# Proposal Superheroes

“Look, in that cubicle.  
It’s a sales person.  
It’s an SME.  
It’s.....a proposal  
support person!”



***Proposal Superheroes -What Superpowers Do You Possess?***



# Proposal Superheroes

“Yes. It’s a proposal support person. Strange visitor from another function who comes to proposal development with powers and abilities far beyond those of other employees.”

***Proposal Superheroes -What Superpowers Do You Possess?***



# Proposal Superheroes

“Proposal support. Individuals who can change unintelligible language into clear, concise content and produce and submit a quality document, despite nearly insurmountable obstacles.”



***Proposal Superheroes -What Superpowers Do You Possess?***



# Proposal Superheroes

“...and who, disguised as mild mannered employees, fight a never-ending battle to produce high-quality, high-impact proposals in an efficient manner and submit them on time.”



***Proposal Superheroes -What Superpowers Do You Possess?***

# Superheroes have special powers

- Superman:
  - *Strength, can fly, speed, x-ray vision*
- Batman:
  - *Skills as a detective, special equipment*
- Wonder Woman:
  - *Strength, speed, bullet deflecting bracelets, lasso of truth*



***Proposal Superheroes -What Superpowers Do You Possess?***



# Superheroes have arch enemies

- Superman – *Lex Luther*
- Batman – *Joker*
- Wonder Woman – *Cheetah*



***Proposal Superheroes -What Superpowers Do You Possess?***

## Superheroes have weaknesses:

- Superman – Kryptonite
- Batman – Human, can be hurt
- Wonder Woman – Helpless if hands bound [by a man]



***Proposal Superheroes -What Superpowers Do You Possess?***



# You are a proposal superhero!

You have proposal development:

- Superpowers
- Arch enemies
- Weaknesses



***Proposal Superheroes -What Superpowers Do You Possess?***

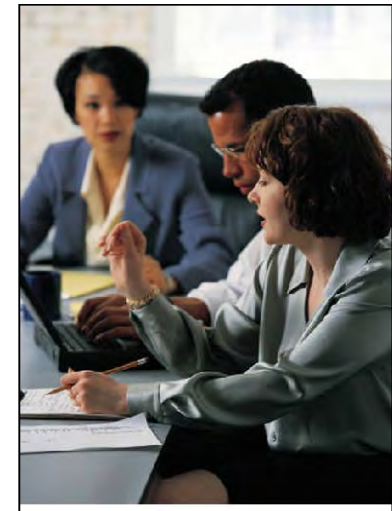


# You are a proposal superhero!

## What proposal development superpowers do you possess?



- Form groups of three
- Introduce yourself
- Discuss the proposal development superpowers you possess
- Be ready to share



***Proposal Superheroes -What Superpowers Do You Possess?***



## You have superpowers:

- Understand proposal development
- Can interpret a request
- Can plan and manage proposal development
- Can develop content (text and graphics)
- Can produce a high-quality, high-impact document and submit it on time
- Can do it again, and again, and again...



***Proposal Superheroes -What Superpowers Do You Possess?***



You have arch enemies.

Who are your proposal development arch enemies?



- Form groups of three
- Introduce yourself
- Discuss which people involved in proposal development with whom you find it most challenging to work
- Be ready to share



***Proposal Superheroes -What Superpowers Do You Possess?***



## You have arch enemies:

- Team members who lack skills/experience
- Sales/SME's who lack understanding of their respective roles within proposal development
- Customers who are unclear as to their requirements (bad RFP's)
- Sr. Management which fails to provide adequate support



***Proposal Superheroes -What Superpowers Do You Possess?***

# You have weaknesses: What are your proposal development weaknesses?



- Form groups of three
- Introduce yourself
- Discuss the areas of proposal development you find most challenging
- Be ready to share



***Proposal Superheroes -What Superpowers Do You Possess?***





## You have weaknesses:

- Willing to take on a proposal no matter how short the lead time (enabling)
- Willing to work on a proposal without the involvement of sales/SME's or Sr. management support (enabling)
- Willing to work on a proposal without the necessary resources
- Willing to give up personal life (long hours, weekends, holidays)



***Proposal Superheroes -What Superpowers Do You Possess?***



## You are a proposal superhero!

- Know your proposal development superpowers and use them wisely.
- Know who your proposal development arch enemies are and be prepared to deal with them.
- Understand your proposal development weaknesses and work to eliminate them.



***Proposal Superheroes -What Superpowers Do You Possess?***



Thanks for participating

Please keep in touch

[bj@strategicproposals.com](mailto:bj@strategicproposals.com)

Visit our blog

[www.theproposalguys.com](http://www.theproposalguys.com)



Enjoy the rest of the conference

***Proposal Superheroes -What Superpowers Do You Possess?***

## Proposal Superheroes – *What Superpowers Do You Possess?*

Presented by  
BJ Lownie PPF.APMP  
Managing Director  
Strategic Proposals

