

Success In The Proposal Profession: It Takes More Than Luck



*By Chuck Keller
Retired (and Grizzled) Proposal Veteran*

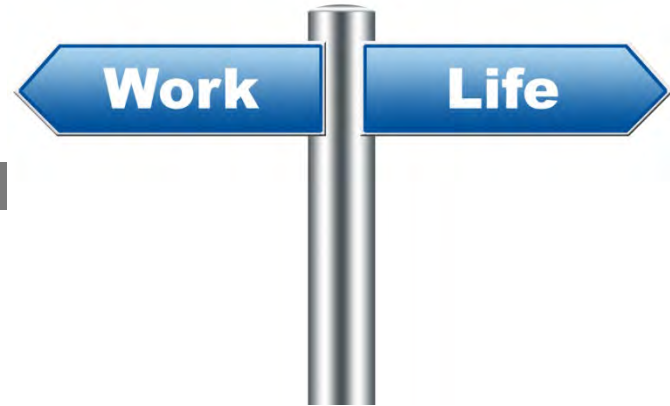
PROPOSAL Jackpot

2014
When Winning is the Only Option

18th Southern Proposal
Accents Conference

October 24, 2014
Atlanta, GA

Career History



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- Quote Coordinator
- Proposal Manager
- Self-employed as Proposal and Tech Comm Contractor/Consultant/Instructor
- President and Co-founder of ProposalCafe.com
- Active APMP Member, AKA as the “Proposal Exorcist”

Types of Advice

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- Strategic - Personal and Professional Life



- Tactical - Proposal "Trenches"

Personal Traits/Skills

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- Good Communicator
- Competitive and Goal-oriented
- Tenacity
- Attention-to-detail
- Team Player



Stress Management

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- Physical Health
- Life Outside Work
- Fellow Employees
- Family and Friends
- Pragmatism

Training



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- Professional:
 - ▣ Public, Continuing Ed, Grad/Undergraduate, and APMP

- Cross Training:
 - ▣ Goal - Proposal Development Professional

APMP Involvement

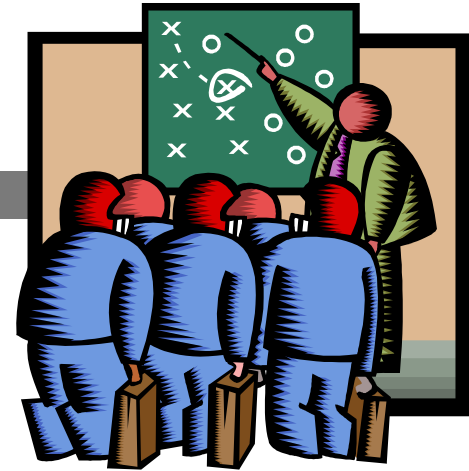
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- Professional Development, Networking, and Reputation/Credibility
 - Event Attendance
 - Knowledge Sharing
 - Leadership
 - Accreditation



Tactical Management and Planning

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- Selecting Battles
- Setting Priorities
- Avoiding “Serial Paralysis” and “Know-it-all-it is”
- Working with SMEs and Unproductive/Uncooperative People

Tactical Scheduling And Time Management

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- Scheduling
- Counting on Time Expansion
- Knowing When to Stop
- Submitting Early

Types of Argh! Proposals

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- Must-win
- Show-the-flag
- Shotgun
- Trust Me



Winning and Competitive Assessment

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- Win Strategy and Knowing the Competition
- Incumbent Strategy
- Bid/No Bid Decision
- Hope and No Excuse



Proposal Planning and Content

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- Outlines
- Boilerplate
- So What?
- Pleased/Proud
- Prose Diarrhea
- Graphics
- Periods



Reviews and Edits

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- Selection
- Scheduling
- Improvement -
not Criticism

Customer Interface

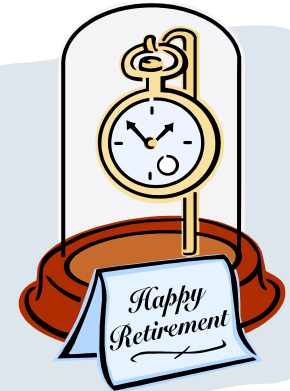
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- Proposal Extensions
- Questions
- RFP Amendments
- Proposal Submittal
- Debrief



Life After Proposals

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SPAC 2014, Atlanta, GA