



Tips on How to Write a Winning Proposal

- Read - All sections of the solicitation document because they are important. Pay close attention to the Criteria. Your firm is made up of great staff, identify individual and team strengths. Do identify key personnel who will be working in local offices and directly with the agency.
- Follow - Instructions as stated in the Requirements section. The submittal requirements are provided and easy to follow. Do not exceed the page requirements, agencies have been known to disqualify for this.
- Understand - How the agency works and organizational charts. Pay close attention to what is being requested in the criteria. Most agencies want to know specifics when evaluating the proposals.
- Avoid - Common Mistakes made in proposals such as;
 - ✓ More fluff than substance
 - ✓ 'Canned' language that doesn't apply
 - ✓ Making assumptions
 - ✓ Spelling and grammar, i.e. correct spelling of names and titles
 - ✓ Contact info for references are outdated
- Winner's Circle include:
 - ✓ Easy reading
 - ✓ Following the required format
 - ✓ Methodology is clear, concise and relevant
 - ✓ Apparent that quality time went into proposal
- Questions that have arisen have been answered and provided in a Frequently Asked Questions (FAQ's) document on the website.