

Identify | Influence | Achieve



Does DNA = Do Not Ask!

Tony Birch

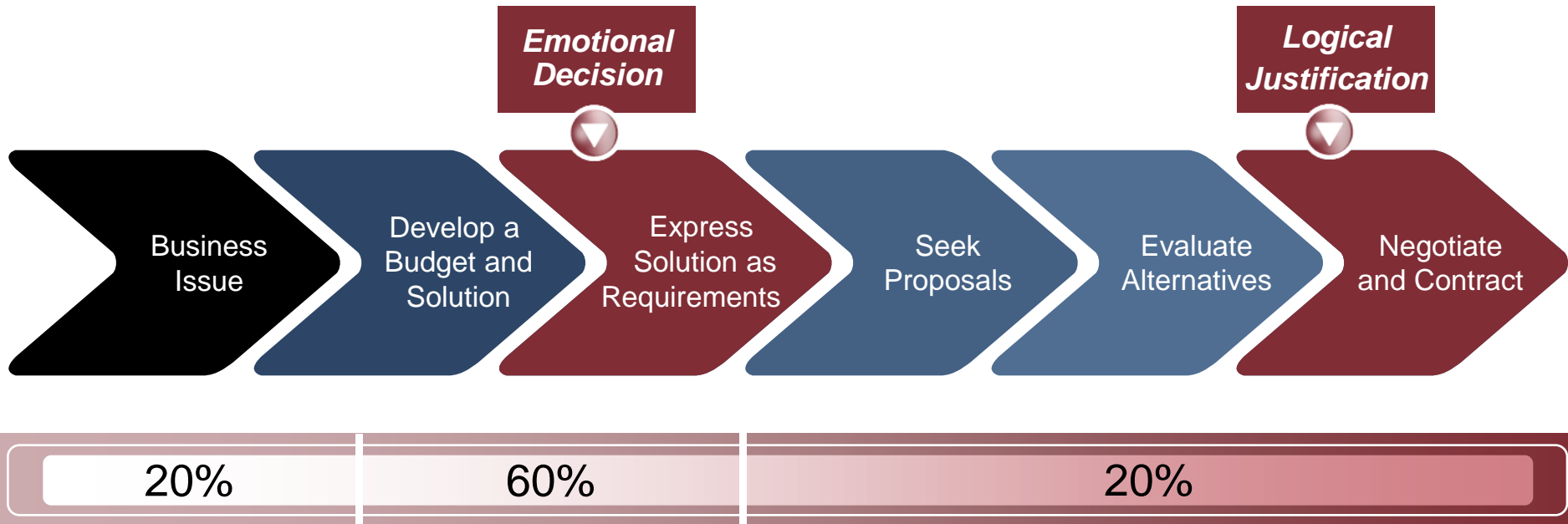
**Winning your audience**

The DNA of engagement

**APMP UK**  
**14th Annual Conference 2016**

| Questions to ask  | Reasons for asking  |
|---|---|
| 1. What is the decision making process?                   | <ul style="list-style-type: none"><li>• To know how much influence the proposal will have</li></ul>                             |
| 2. What are the decision makers' hot buttons?             | <ul style="list-style-type: none"><li>• To ensure that our understanding flows down into the proposal</li></ul>                 |
| 3. What does the customer think about us v's competition? | <ul style="list-style-type: none"><li>• To ensure that we address Customer Perception - more important than the truth</li></ul> |
| 4. What have we done to date?                             | <ul style="list-style-type: none"><li>• To ensure that we are consistent in the proposal – no surprises</li></ul>               |
| 5. What do we have to do in the proposal?                 | <ul style="list-style-type: none"><li>• To ensure that our proposal is a winning proposal - not just a proposal</li></ul>       |

# What is the decision making process?



## Issues

Anything that concerns or worries the Decision Makers

**Financial** *“What is the value to the organisation?”*

**Operational** *“What capabilities do we need to meet our goals?”*

**Transitional** - *“How do we get from where we are today to where we want to be?”*



## Motivators

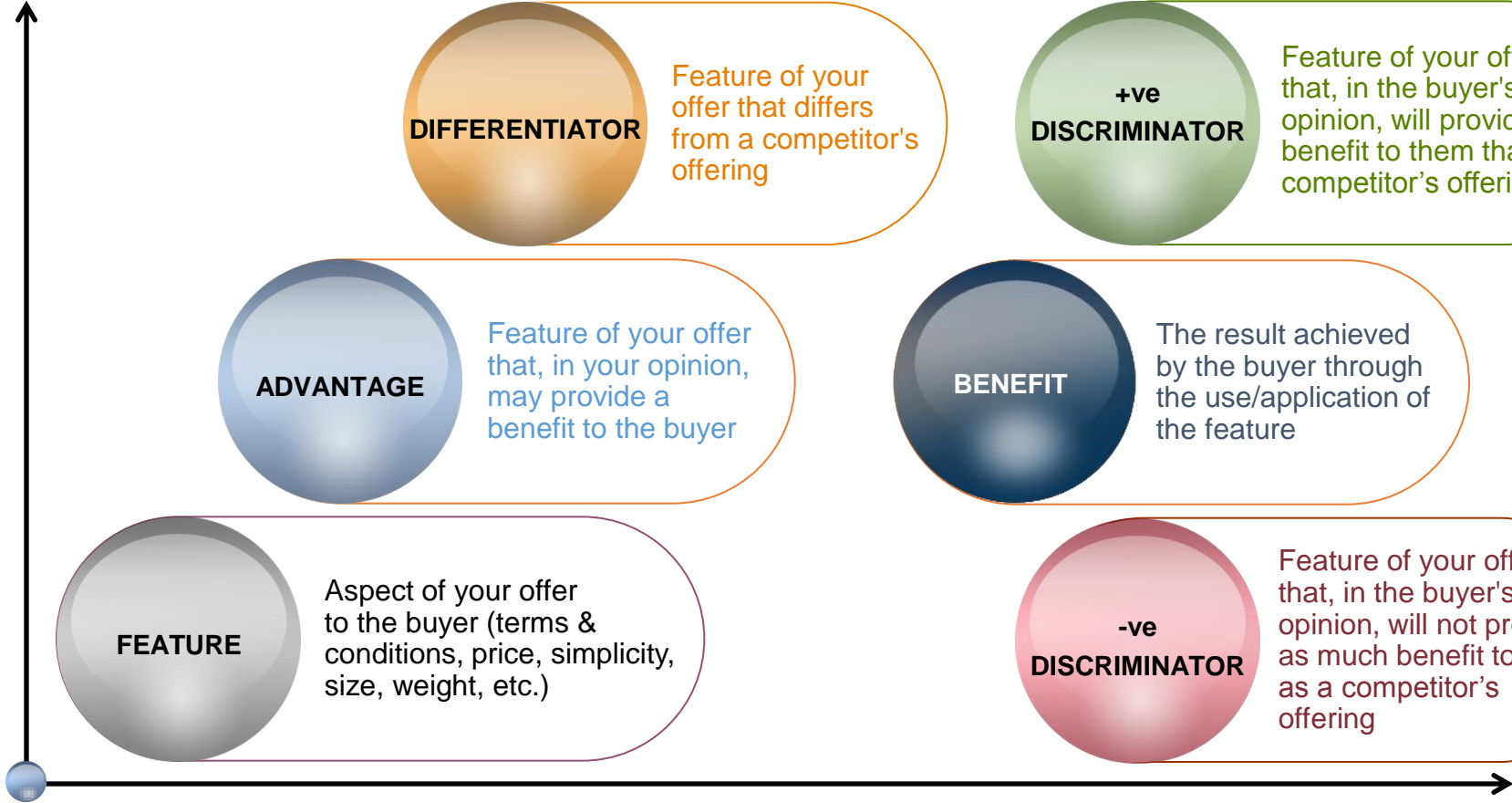
*What are the objectives that the Decision Makers are trying to achieve*

## Hot Buttons

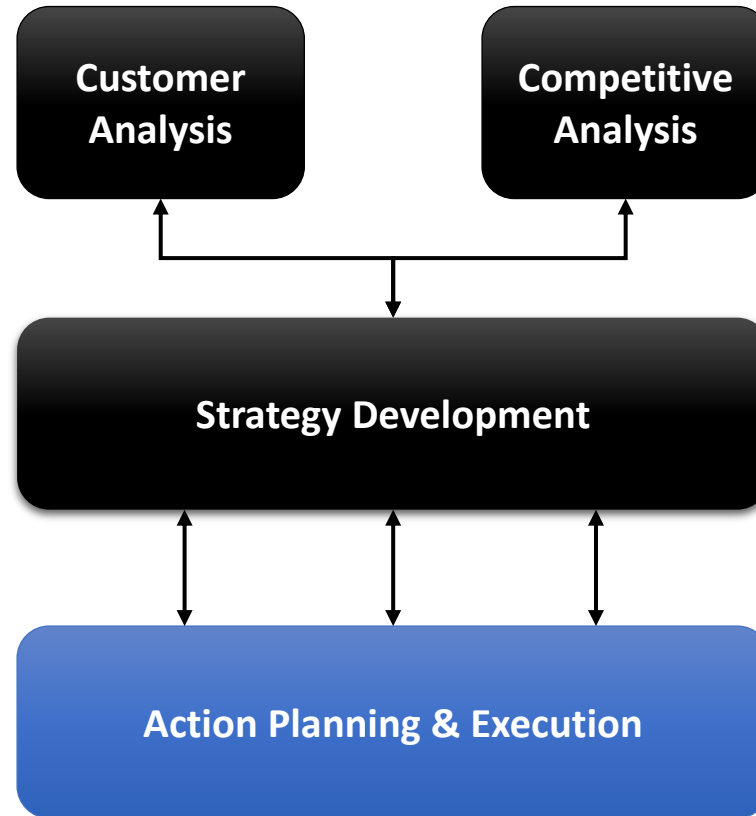
A combination of some Motivators and some Issues

# What does the customer think about us v's competition?

Better for You



Better for Your Customer



**WHAT** we are going to do in the proposal

**HOW** we are going to do it, to:

Emphasise your strengths

Mitigate your weaknesses

Highlight your competitors' weaknesses

Downplay your competitors' strengths

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# Association of Bid and Proposal Management Professionals

UK Chapter

Tony Birch

Managing Director

Shipleys Limited



[conference@apmpuk.co.uk](mailto:conference@apmpuk.co.uk)

[www.apmpuk.co.uk](http://www.apmpuk.co.uk)

[www.apmp.org](http://www.apmp.org)