

Identify | Influence | Achieve



Does DNA = Do Not Ask!

Tony Birch

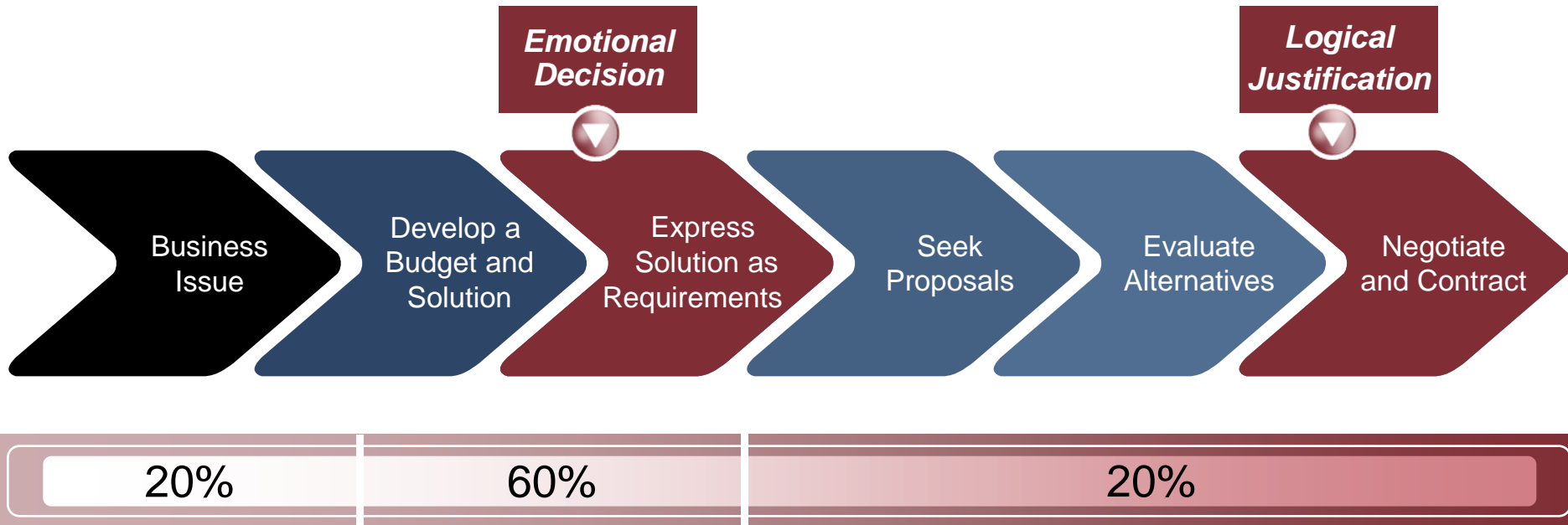
Winning your audience

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

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

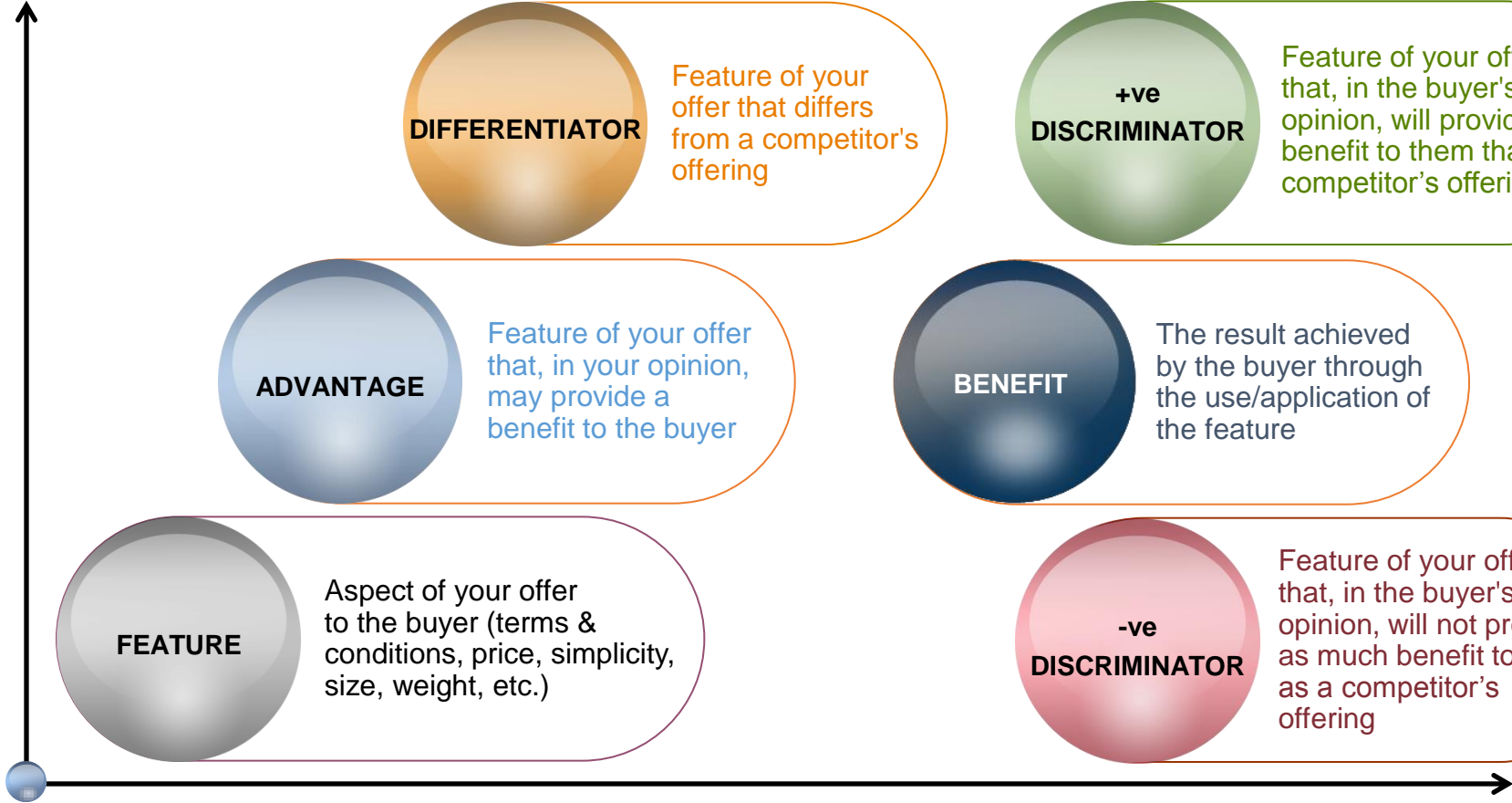
What are the objectives that the Decision Makers are trying to achieve

Hot Buttons

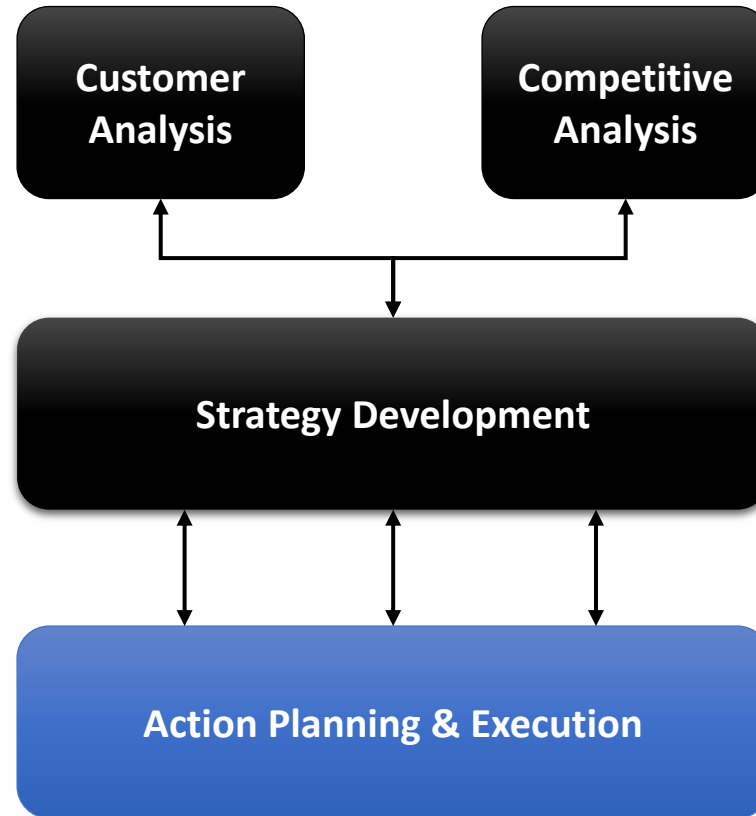
A combination of some Motivators and some Issues

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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