“I DON’T GET NO RESPECT!”

Three ways to expand your influence &
heighten your personal profile
Session goal

To provide you with effective strategies for changing or improving the perception of the value you bring to your organization.
Who I am

- Writing proposals since 2001
  - Lone ranger and managed a team of 10
  - Launch consulting company in 2009
  - Small, high-growth companies (B2B)

- Joined APMP in 2002
  - Accredited in (2008)
  - Started and lead the Healthcare Industry Task Force since (2010)
  - Named a Fellow in (2011)
  - Started and co-chair the Commercial Community (2013)
  - International Board of Directors (2014-2015)
How do you earn trust?

1. Communicate your value
2. Develop partnerships
3. Think and act strategically
1

Communicating Your Value
Show and tell

- Document and share what you do
  - Process flows, SOPs, methodology
  - Roles and responsibilities
  - Share your skills

STEP 1: OPPORTUNITY ASSESSMENT
STEP 2: INTAKE PROCESS
STEP 3: STRATEGY DEVELOPMENT

STEP 4: CONTENT DEVELOPMENT
STEP 5: REVIEWS & EDITS
STEP 6: FINALIZE PROPOSAL

STEP 7: PRODUCTION & DELIVERY
STEP 8: KNOWLEDGE CAPTURE & LEARNING
STEP 9: FOLLOW-UP, FINALIST, OUTCOME

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“I learn from the best”

- Leverage your affiliation with APMP
  - Don’t do it because I said so, do it because the “worldwide authority for professionals dedicated to the process of winning business” said so
  - Find a mentor or two – get involved
  - Accreditation – proof that you’re a professional
“I know what’s going on around here”

- Leverage your knowledge
  - You are the proposal SME – share your stories
  - You know a little bit about everything
  - You have built relationships across the company

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2 Develop Partnerships
Be a thought partner

- Develop relationships with your sales reps
  - Find common ground
  - Help develop the solution – problem solve
  - Determine how you are going to work together
  - Establish clear expectations around roles

Diagram:

- Expectation
- Reality
- Gap = Problem
Be prepared

- Take initiative – be proactive
  - Knowledgebase is current
  - Templates and guidelines are in place
  - Lessons learned have been applied
  - Know the last pick-up time of all the local FedEx offices
  - Formalize your kick off meetings - EXAMPLE
Prove it

- Deliver on your promises
  - Be honest
  - Be inclusive
  - Be on-time
  - Be consistent
Think and Act Strategically
Deliver the WIIFM

- Find out what’s important to your boss and your boss’s boss
- Speak his/her language
- Become invaluable

If you can go ahead and tell me what’s in it for me, that would be grrrrreat.
Know the goals

- Relate what you do to the big picture
  - Company’s short- and long-term goals
  - Annual sales goal
  - Expectations of the proposal department
  - How you are personally measured
Report out and up

- Progress to the goals
- Market intelligence
  - Where/who proposals are coming from
  - What is being asked for that you don’t do today
  - What trends are emerging in RFP questions
  - Who do you keep losing to and why
- Share results across the company through routine reports

Salesforce Dashboard
Wrap-up – develop and implement a plan

1. Communicate your value
   - Show and tell
   - APMP affiliation
   - Proposal SME

2. Develop partnerships
   - Be a thought partner
   - Be prepared
   - Prove it

3. Think and act strategically
   - Deliver the WIIFM
   - Know the goals
   - Report out and up