



STRATEGY. STRUCTURE. INSIGHT.

Short, practical insights on proposal strategy, structure, and what's changing in government contracting.

Why Good Proposals Still Lose

Strong writing alone does not win. Evaluators are reading to score, not to be impressed.



1 Quick Take

Most proposal teams are not losing because they cannot write. They are losing because the proposal does not make value easy to score.

- Make strengths easy to find
- Tie content to the evaluation criteria
- Support claims with proof
- State the customer benefit clearly



What this means:

A compliant proposal gets considered.
A scoreable proposal earns credit.



2 This Month's Tip

Build your outline from what will be evaluated, not just from what must be performed.

Simple section test:

- 1 What requirement does this answer?
- 2 What evaluation factor does this support?
- 3 What proof supports the claim?
- 4 What benefit or reduced risk does the customer receive?



If you cannot find the strength, proof, and benefit quickly, the section is not ready.



3 In the Market

Proposal teams are placing more attention on scoreability, earlier quality checks, and review discipline. More organizations are recognizing that a compliant response is not always a competitive response.

What this means for your proposals:

- Build outlines from the evaluation criteria
- Define likely strengths before drafting
- Use proof inside technical sections
- Review content through the evaluator's lens



The strongest proposals do not make evaluators infer the value.



4 Tools & Resources



Proposal Webinar

Watch our session on why good proposals still lose and how to turn evaluation criteria into scoreable content.



Proposal Scoring Readiness Checklist

Use this checklist to test alignment, strengths, proof, benefit, and evaluator readiness before submission.



5 Close

Good proposals often lose when value is buried, unsupported, or disconnected from the evaluation criteria. Before submission, ask: Can the evaluator find the strength, validate the proof, understand the benefit, and justify the score?



Structure supports evaluation.



Clarity supports scoring.



Discipline supports execution.



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