



STRATEGY. STRUCTURE. INSIGHT.

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

Beyond Editing: Build Quality In Early

Final review should not be the first time
quality is checked. Proposal quality
starts before drafting and continues
through submission.



1 Quick Take

Proposal teams do not lose quality at the end. They lose quality when issues are allowed to move forward without being caught, corrected, and documented.

- Check compliance before writing
- Validate proof while drafting
- Resolve gaps before final review



What this means:

Quality control is a process, not a last pass.



2 This Month's Tip

Build quality checkpoints into each major stage of the proposal. Do not wait until the final review to discover missing evidence, weak structure, or unclear ownership.

- Intake: capture requirements
- Draft: verify evidence
- QC: confirm readiness



What this means:

If the issue appears at final review, it appeared too late.



3 In the Market

Proposal teams are placing more attention on repeatable quality processes, earlier content checks, and clearer ownership before submission.

- Use checklists before reviews
- Track unresolved issues
- Review through the evaluator's lens



What this means:

The strongest teams catch problems while there is still time to fix them.



4 Tools & Resources



June Webinar

Beyond Editing: How to Build a Proposal Quality Process That Catches Issues Early.



Proposal Quality Checklist

Use it to check compliance, clarity, evidence, ownership, and issue closure before submission.



Quality Rule

Review early. Correct early. Submit cleaner.



5 Close

Proposal quality is not just editing grammar, formatting, and typos. It is the discipline of finding compliance gaps, weak evidence, unclear ownership, and evaluator confusion before they become submission risks.



Compliance starts early.



Clarity improves scoring.



Discipline reduces risk.



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