



BidProse
STRATEGY GROUP LLC

— CLIENT SUCCESS STORY

How stronger proposal structure helped Workonomics, LLC support a three-year contract win

How BidProse helped Workonomics, LLC bring structure, clarity, and alignment to its proposal process.



Client:
Workonomics, LLC



Industry:
Staffing & Talent Acquisition



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STRUCTURE. COMPLIANCE. EXECUTION.

— 01 | THE CHALLENGE

The issue was not capability. It was structure.

Workonomics, LLC needed a clearer way to structure its proposal response.



What information should be included



Where that information belonged



How to organize the response



How to align content to the RFP requirements



Without a clear structure, even capable teams can make evaluators work too hard.

Bring structure and clarity to the proposal process.

BidProse helped Workonomics strengthen the proposal response by focusing on organization, content selection, and alignment.



Organized the proposal response



Strengthened content selection



Clarified what information belonged in each section



Aligned the response to the RFP requirements



The goal: make the proposal easier to follow, evaluate, and score.



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— 03 | THE RESULT

A stronger, more organized submission.

With BidProse support, Workonomics submitted a stronger, clearer proposal response.



Won the RFP

Resulting in a three-year contract



The improved structure helped the team present its capabilities more clearly and submit a more competitive response.





04 | LONGER-TERM IMPACT

The award created momentum beyond a single proposal.

Winning the contract gave Workonomics the foundation it needed to expand into a new state it had been exploring. The engagement also provided a clearer proposal structure the team can build on in future efforts.



“

BidProse helped us bring structure to our proposals, better understand what information to include, and align our response to the RFP requirements. With their support, we won a three-year contract that gave us the foundation to expand into a new state.

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Toni Williams, President, Workonomics, LLC

