

What does Evaluators look for in a winning Proposal?

Hello Gurus,

Welcome to another printable Proposal Solutions Clinic. What are we up to today? Well, we will be evaluating the evaluator. Yes, you did read that correct. So, after my years of combing statement of works and writing thousands of proposals, I have identified what most government, state and private evaluators look for in selecting a winning proposal. Let's talk about these.

- **Costing/ Pricing**

Yes, that would definitely be number one on the list. Government entities do seek to be cost efficient as well as commercial client. So, let's just say they government is looking for a vendor that can provide language solutions services to the Ministry of Labor. We have 10 prospective vendor the first elimination will take place on the grounds of price. Always try to ensure your price remains competitive or you will end up bidding unsuccessfully. Do not try to go large in making huge profits when creating your cost proposal.

- **Past Performance/ Reference**

This evaluation criteria is also very crucial in determining if you will win a request for proposal or quote. Past performance is important as it helps in determining if you are right fit for this project, if you had any experience in providing similar services to what is requested and also to determine your performance on past contracts or grants. You do not have the option of submitting when requested, this should be mandatory in submitting your proposals and grants. Ensure that the person you are using for past performance references, are aware and would speak highly of your services, as once this information is submitted it is highly likely that they will be contacted by the contracting company.

- **Technical Capability**

Technical capability really refers to your ability to provide the service or product. This usually makes the body of your proposal and includes company processes and procedures. It also helps to use images and charts here as it drives home points faster than if they were written. Be sure to elaborate on your capabilities and what will cause you to be a right fit for this proposal or grant.



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- **Past association with client or state**

This means that the client will allot a pointing system that will favor for persons who have had experience with said company, state or county. Ensure if you have had great experience with the state to ensure this is highlighted to your benefit.

- **Sample Documents/ Personnel Listing/Team**

Depending on the nature of the proposal or grant the contracting company may require you to provide samples of work done, or the list of persons who will be working on project. Be sure to have resumes on hand for team of persons who will be working on the proposal contract or grant. It is also important to ensure that you market your more experienced and qualified team members and or project managers as this is what the evaluator wants to see.

That's it from us here at The Career & Business Guru today. Stay tuned for more Proposal Solutions Clinic.

Take Care;

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