

4 things that Proposal writers requires to write a winning proposal or grant

We have had clients who asked us to write winning proposals and gave us absolutely nothing on the company. Now let's get some facts straight, to be a successful proposal writer it requires a lot of researching on the writer's part but in order for best fit between client and vendor it will require providing basic information as will be outlined below.

1. Company Background information

I know some clients will say its on my website go and get it but let's be frank. Your website does not always have the intricate details that is required by proposal evaluators.

2. You the client need to know the scope of work and evaluation criteria of the proposal

Do not leave this on the writer. The writer is responsible for writing but who best knows if you are better suited to perform this task order than yourself. Ensure that you thoroughly read and understand the scope of work and can handle this should you win. To win a proposal and underperform is worst that to never have won. Be sure to note this point carefully.

3. What are your preferences?

We require this information especially for grants. It is crucial that the writer is writing from an informed and representational point. By this we mean, the writer should not be writing what he feels to write but should be writing what you the client see as stance for this proposal or grant. Writers can articulate well on a something they hate but still clearly represent it. So be sure to ensure that the writer gets a clear point of your position on this proposal or grant.

4. If your company is based in the United States be sure to ensure you are compliant.

I have written many proposals that the client end up winning but had to decline or withdraw their submission due to non-compliance. So, if you require documents to bid or work in another state and this is stated in the SOW please these are prepared and put together for submission or as required by statement of work.

Take Care;

The Career & Business Guru