

ARE YOU Writing Winning Proposals?

Government evaluators don't read proposals, they score them.

Writing winning proposals is an art, a science, and a process, not a sales pitch.

Proposal writing that results in winning Government contracts also requires understanding and addressing very specific and complex requirements.

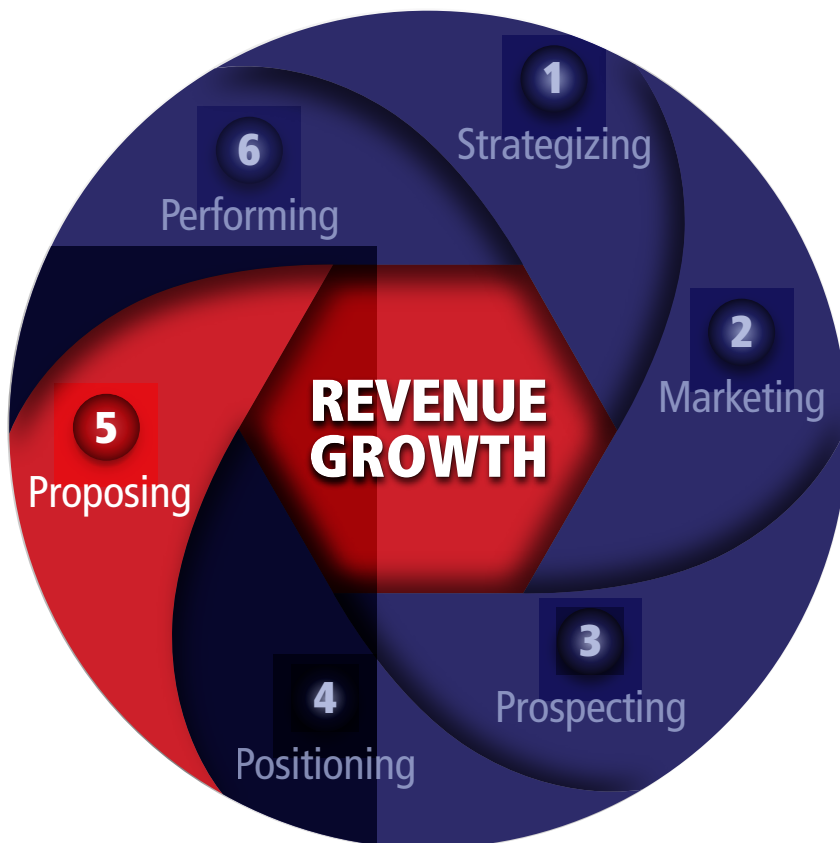
Your goal as a Government contractor is to score **BLUE***

*Many Government agencies use a color-coded rating system for scoring proposals where "Blue" equals "Exceptional."
Some Government agencies use other scoring methods (e.g., numerical scales).

CV Proposal Services

Choose one, two, five ... or all.
You decide how CV can best help you win.

- RFP Analysis
- Competitive Intelligence Analysis
- Customer Intelligence Analysis
- Win Theme Strategy/ Discriminator
- Proposal Creation and Production Management Plan
- Annotated Outlines
- Proposal Management Services
 - Kick-off meeting facilitation
 - Volume leads/book bosses
 - Proposal scheduling
 - Color review report-out & recovery facilitation
 - Compliance verification
- Proposal Writing
 - Collaboration with technical staff and SMEs
 - Specific writing guidance
 - One-voice editing
 - Translating complex technical material into feature-benefit rich, easy-to-score text
- Graphics Development
- Proposal Template Development and DTP Support
- Color Review Teams
- Copyediting
- Production and Submittal
- Post-Proposal Assistance (Responses to Interrogatories)
- Win/Loss Proposal Debrief Analysis



ClientView can help you get to **BLUE**

We know what the Government is looking for...
... and we know how to convey your firm's services as
value-added benefits that matter to your Government customer.



Your Client's View of Value

ClientView as Your Proposal Teammate

Working with CV is easy – you have choices and control

“I already have an internal proposal team, but frequently they’re overworked and I fear our proposal quality may suffer.”

CV can **augment your firm’s proposal team** when you’ve exceeded capacity due to a crush of RFP activity or when you need expert support on a “must win” contract. We can also provide **on-the-job or formal in-class training**.

“We’re a Small Business and can’t afford to hire internal proposal resources for the four or five proposals we bid on every year.”

CV can **become your outsourced proposal team**. We’re only there when you need us, saving you valuable overhead costs.

“I’m worried about the cost of hiring an outside proposal consultant.”

CV knows proposal costs eat into your revenue. We keep the costs of our services reasonable by **collaborating with you remotely** ... only being at your office for a critical brainstorming session or color review report-out. Our proprietary Sharefile system enables secure file transmittals so your data isn’t emailed over the Internet for the world to intercept.



Increase Your Win Rate and Grow Revenue

Join CV’s clients – who have ...

- **WON** more than \$27B in Government contracts - the largest of which was valued at \$2.6B
- **ACHIEVED** long-term revenue growth via annual proposal win rates exceeding 60% and consistent annual revenue growth from 20% to 40+%



We’re Ready to Help You Win

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