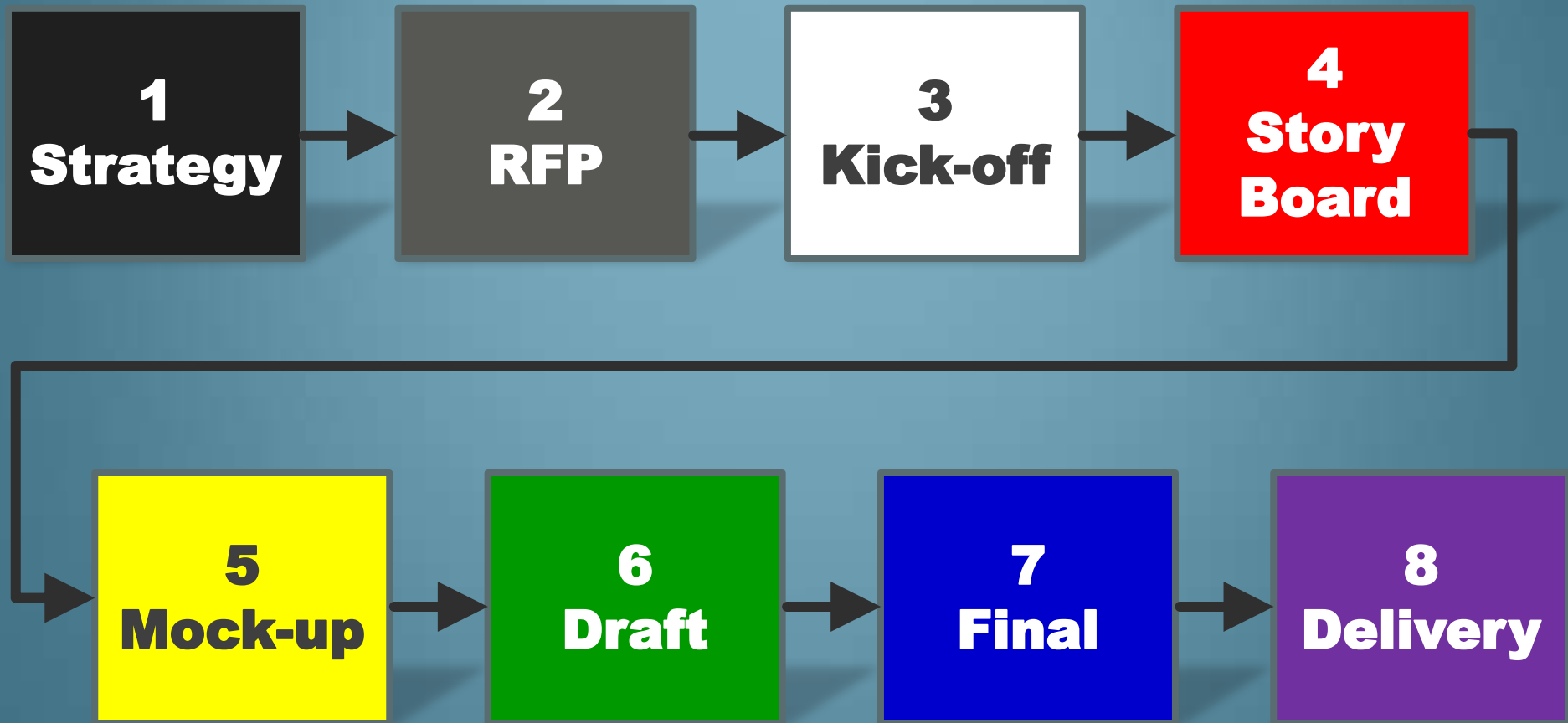


# *8 Steps to a Winning Proposal*

*Samsung SDS*  
*Seoul, South Korea*

*November 7, 2011*

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# 1

## *Strategy*

- Business Development
- Competitive Intelligence
- Win Strategy
- Baselines

# 2 RFP

- Burst RFP
- Annotated Outline
- Compliance Matrix
- Questions
- Assumptions

# 3 *Kick-off*

- Opportunity Overview
- Proposal Calendar
- Proposal Conventions
- Requirements and Storyboard Training

# 4 *Story Board*

- Proposal Requirements
- Story Board
- **Red Team** Review
- Mock-up Training

# 5 *Mock-up*

- Art Development
- Mock-up
- **Yellow Team** Review
- Draft Text Training

# 6 *Draft*

- Draft Text
- **Green Team** Review
- Final Text Training



# 7

## *Final*

- Final Text
- Production Map
- **Blue Team** Review
- Contracts/Legal review

# 8

## *Delivery*

- Delivery Plan
  - Primary
  - Back-up
  
- Relax!



# *Process Improvement*

- Post-Delivery
  - Team Debrief
  - Lessons Learned
  - Metrics



# *Critical Success Factors*

- People
- Infrastructure
- Tools