

Engineering Compelling Proposals®

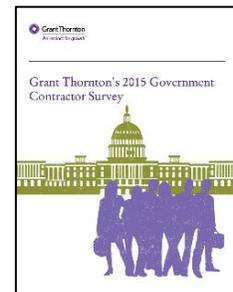
To Engineer (v): “To skillfully or artfully arrange for a situation to occur.”

To Compel (v): “To force or oblige someone to do something.”

Intended Outcome

Significantly increase (perhaps double) your win rate.

We have enhanced a market-proven, scientifically-based framework for highly technical individuals to acquire the skills and sensibilities to craft winning proposals. Over the past thirty years, this method has produced an 80 – 85% win rate – more than double the industry average – for what is arguably some of the most arm’s length transactions in business – government contracting.



Repetitive annual surveys indicate a mere 30 - 35% win rate on competitive bids – equivalent to a batter’s average.

Intended Audience

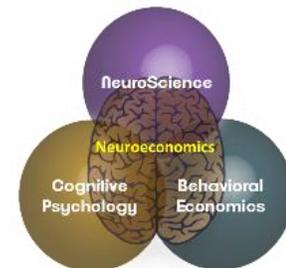
Proposal authors including engineers, PMs, SMEs, contracts and finance.

In highly competitive environments with declining customer budgets, nearly all proposals have become “must win.” Therefore, **all participating functions** are well served by a new understanding of the underlying language of competition.

Our Uncommon Framework

We leverage “Neuroeconomics,” the intersection of:

- **Neuroscience:** How the brain is organized and functions.
- **Cognitive Psychology:** Attention, memory and use of language.
- **Behavioral Economics:** Decision making under risk and uncertainty.



Why this framework?

Relying purely on writing skills produces merely “batting average” results. This uncommon framework goes beyond stated requirements and connects to customers’ underlying concerns resulting in basketball “free throw percentage” win rates.

The underlying method was first introduced by Hudson Patten in the 1980s to help engineers produce proposals that answered, what he called, the “Seven Cs”:

- ✓ **Compliant**- Does it meet all requirements?
- ✓ **Compelling** – Produces desire to buy it?
- ✓ **Credible** – Are you competent to perform?
- ✓ **Correct** – Are your claims accurate?
- ✓ **Consistent** – Across all of the deliverables?
- ✓ **Concise** – Is it brief and to the point?
- ✓ **Clear** – Will the customer understand it?

One of our first experiences adopting Patten’s method produced a successful bid for a “winner-take-all” ... **against twenty other bidders ... to a first time customer ... at their fully budgeted price!** More than a decade and dozens of competitive bids later, this method has consistently produced out-sized win rates along with testimonials from government evaluators ... **“best proposal I’ve read in thirty years.”**

Source Material

Appropriating the works of accomplished individuals for pragmatic situations.

Starting from the linguistic foundation provided by **Dr. Fernando Flores** and his *seminal collection of essays "Conversations for Action,"* we have added other forward-leaning works to include:

- Nobel Laureate, Dr. Daniel Kahneman: "Thinking Fast and Slow"
- Hudson Patten, III: "The GO Book: A guide to modern proposal warfare."
- Oren Klaff: "Pitch Anything"
- Dr. F. Luntz: "Words That Work: It's not what you say, it's what people hear."

Proven Instructional Technique

Satisfied participants from Fortune 250 companies:

- *"Prior corporate training pales by comparison."* – Director of Programs
- *"High energy / strong subject knowledge. Engaged all participants."* – Senior Capture Manager
- *"He taught us the difference between competing and winning."* – Division President

Sampling of the Training Modules

- Distinguishing *five fundamental "Speech Acts"* in every proposal.
- Learning how to *blindly profile the proposal evaluators* for more impactful writing.
- Using a data-driven approach to *produce an assessment of trustworthiness.*
- Going beyond requirements to *uncover underlying human and business concerns.*
- Applying Utility Maximization Theory to *make more highly-valued offers.*
- Craft *compelling narratives* using the dramatic structure.
- Ensuring your proposal will *survive a competitor's attack (i.e., protest).*
- *Practical, tailored group exercises* with emphasis on your real-world situation.

Delivery Options

- On-site or remote learning.
- Situation specific consulting for highly-strategic proposals.

Artifacts

- Participant manual / notetaking guide.
- Engineering Compelling Proposals® Mastermind Mandala™
- Textbook: "Conversations for Action" by Dr. Fernando Flores.

Founder / Educator



Jeff Goldfinger

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- Led or consulted on teams that have won \$1.35Bn+ of new business
- 82% competitive win rate (more than twice the industry average)
- Internationally recognized public speaker
- Business Unit Lead, Business Development, ITAR Sales, Capture Manager, Program Manager
- Veteran, Naval Flight Officer
- Commercial pilot SEL, instrument rating