

2019

**FIVE TACTICS FOR
WINNING MORE
CONSULTING
PROPOSALS**

**SECURITY
MANAGEMENT
INTERNATIONAL, LLC**
Intelligent Security Solutions



FIVE TACTICS FOR WINNING MORE CONSULTING PROPOSALS

As most consultants know all too well, many consulting engagements begin – and end – with a proposal submission. Typically, the buyer will “float” what is known as a Request for Proposal (RFP), which is an open solicitation for all eligible bidders.

The best way to win consistent consulting business is to bypass this dreaded bureaucratic process all together and be awarded a sole-source contract. However, if the company you’re speaking with has a corporate policy to collect at least three competitive bids, via the RFP process, then you may be obligated to “play the game” and submit a proposal which identifies your capabilities, methodology, experience and cost. Call it the price of doing business – particularly in the government space.

But, not all hope is lost. There are few simple steps you can do to separate yourself from the herd (which, when bidding on public RFPs, is sure to be substantial). Here are five tactics for winning more consulting proposals:

1. ***Don’t be the Cheapest Bidder*** – If you have to undercut the competition to win a project, it’s not worth doing. Keep your dignity and charge for what you are worth. Plus, no client wants to admit that they hired the “cheapest” consultant. Stay above the median price, and you’ll win more business.
2. ***Give Options*** – Who says that you have to only submit one price? Provide your prospective clients with three options (Options A-B-C). When you give options, you increase your chances of winning (NOTE – psychologically, clients usually pick Option B).
3. ***Provide Added Value*** – Much like providing options for price, why not also provide additional services (at no charge) that were not originally asked for in the RFP? These could be things such as training courses, books/materials, consultations, or some other perk. It might be enough to push your proposal over the top.

4. ***Charge by Value... Not by Your Hourly/Daily Rates*** – Most clients like to know what their total financial obligation will be right up front. They don't want to assume that the job might take a set amount of hours, while time and materials could increase the price. Decide what your value would be to the client if you successfully solved their problem, then give them a firm-fixed-price for your efforts (NOTE – make sure that you charge accordingly and don't sell yourself short on cost).

5. ***Don't Focus on Your Background... Focus on Client Results and Removing Their Headaches*** – The overwhelming majority of the time, the buyer could care less about your years of experience or your patented methodology for conducting XYZ service. At the end of the day, the decision-maker wants to feel confident that you can do the job, at an acceptable price, and not make the buyer look bad. It's about them, not you.

Try these simple tactics in your next proposal and watch your chances of winning go up.

**SECURITY
MANAGEMENT
INTERNATIONAL, LLC**
Intelligent Security Solutions



Security Management International
8000 Towers Crescent
Suite 1350
Vienna, VA 22182
United States

(202) 239-1007

www.smiconsultancy.com

info@smiconsultancy.com