Category

Consulting

Proposal Win-Rate Optimization & Bid Strategy Playbook

Improving win rate by being more selective about which opportunities to pursue, not just writing better proposals

- Practitioner
- Intermediate
- Template Included

- Mithun A. Sridharan

- 28 June 2024
- 4 minute(s)

Overview

A framework for improving consulting proposal win rates by combining rigorous opportunity qualification (deciding which bids to pursue) with proposal quality improvement — since chasing every opportunity with an excellent proposal wins fewer deals than being selective.

Isn't win rate mostly determined by proposal writing quality?

Proposal quality matters, but this playbook's core finding is that opportunity qualification — deciding which bids to pursue in the first place — often has a bigger effect on overall win rate than proposal writing improvements alone, since even excellent proposals lose most poorly-qualified opportunities.

Won't being more selective about bids reduce total revenue

opportunity? Not necessarily — pursuing fewer, better-qualified opportunities with higher win probability, while investing the freed capacity in proposal quality for those opportunities, often produces more total wins than spreading effort thin across many poorly-qualified bids.

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "Isn't win rate mostly determined by proposal writing quality?", "acceptedAnswer": { "@type": "Answer", "text": "Proposal quality matters, but this playbook's core finding is that\nopportunity qualification — deciding which bids to pursue in the first\nplace — often has a bigger effect on overall win rate than proposal\nwriting improvements alone, since even excellent proposals lose most\npoorly-qualified opportunities." } }, { "@type": "Question", "name": "Won't being more selective about bids reduce total revenue", "acceptedAnswer": { "@type": "Answer", "text": "opportunity?\nNot necessarily — pursuing fewer, better-qualified opportunities with\nhigher win probability, while investing the freed capacity in\nproposal quality for those opportunities, often produces more total\nwins than spreading effort thin across many poorly-qualified bids." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country - Select -

■ I agree to data processing in accordance with GDPR

Submit

Leave this field blank

References

Related playbooks

Consulting

Pricing & Revenue Management Consulting Playbook

A framework for structuring pricing and revenue management consulting engagements to produce recommendations the client organization can genuinely operationaliz

- Practitioner
- Intermediate
- Template Included

Read playbook

Consulting

Boardroom Consulting & Governance Advisory Playbook

A framework for consulting engagements that involve the board directly — recognizing how board dynamics, fiduciary considerations, and governance norms differ f

- Practitioner
- Advanced
- Template Included

Read playbook

Consulting

Change Adoption & Culture Transformation Consulting Playbook

A framework for change adoption and culture transformation consulting that tracks genuine behavior change against specific, observable indicators — rather than

- Practitioner
- Intermediate
- Template Included

Read playbook

Talk to us about proposal and bid strategy

Tags

- Proposal Strategy
- Bid Management
- Business Development

Author

Mithun A. Sridharan

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.