



OST GLOBAL SOLUTIONS



# Two Skills that Separate Average Proposal Managers from Great Ones

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# Many Proposal Managers Focus on the Obvious

01

**Their main worries are compliance and deadlines**


02

**They are all about process**

- Manage the proposal team to the schedule
- Organize and get the proposal ready for reviews
- Track version control

03

**They get proposal ready for submission**



## Two Skills that Distinguish Average Proposal Managers from Great Ones

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- Leadership over the team
- Influencing proposal content  
(and price) to win

*Winning proposals is  
a different job than just  
completing proposals*

# Proposal Manager's Key Leadership Skills

- **Understanding proposal team's limitations**
  - Lack of proposal training and skills
  - Limited time
  - Lack of management support
  - No motivation or incentives
- **Ability to follow-through on objectives**
- **Proper delegation**
- **Ability to get superior performance from the team**
- **Facilitating cooperation from all types of people**
- **Communicating clearly, often, and enthusiastically**
- **Keeping the excitement, motivation, and momentum**
- **Culling disruptive meeting behaviors, resolving conflict**

# Influencing Proposal Content (and Price)

- **Follow the process for Content Leadership**
- **Leading in the Cost Volume development requires expertise in:**
  - What wins
  - How to manage the cost volume
  - Pricing skills

1. Become an “expert” in your proposal’s subject matter

2. Initiate and facilitate solution development sessions

3. Give ample direction and help to SMEs

4. Run in-process reviews

5. Tell good content from bad content

6. Fix yourself whatever isn’t working

# Resources for Proposal Managers

- Get certified as a **Proposal Manager** in our **Bid & Proposal Academy**
- Take our **Advanced Proposal Management** course to learn proposal leadership and content development techniques
- Take the **Advanced Capture Management** course to get the content development checklists
- Take our **Developing a Winning Cost Volume** course to make a difference between winning and losing



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