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Bridging the gap between the Sales Manager and the Proposal Manager

APMP NL 15 Year Anniversary Congress

By Jan Kees Schakel, CPP APMP

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Jonathan Rosenberg - Sales Manager



Age: 44
Work: Sales Manager
Family: Married, 2 kids
Location: Rome, Italy
Character: Creative team player

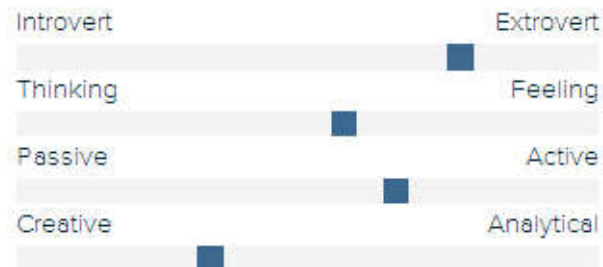
Bio

Jonathan is a highly motivated sales manager. He loves to sell and lives to sell. Working in close relation with the customers and trying to fulfil all their wishes for a reasonable price and with a good margin for the business.

Jonathan spends as much time as possible with his client. In his head he has set up the whole sales strategy, which he continuously updates to his client's needs.

Jonathan's slogan: "Go, Go, Go!"

Personality



Goals

- Sell
- Sell more!
- Make the customer happy

Frustrations

- The business does not make the right products
- The proposal prices are too high
- Proposal production takes too much time

Marianne Lagarde - Bid/Proposal Manager



Age: 35
Work: Bid/Proposal Manager
Family: Married, 1 kid
Location: Lyon, France
Character: Accountable team leader

Bio

Marianne is an experienced bid manager. As many, she combines this with being proposal manager. She feels highly responsible for delivering a high-quality proposal.

Marianne spends much of her time specifying the required solution and the costing/pricing of this solution.

Bid strategy implementation, proposal design and content planning are important activities besides managing the whole process and the actual leading of her proposal team.

Marianne's slogan: Make it good, average is not sufficient"

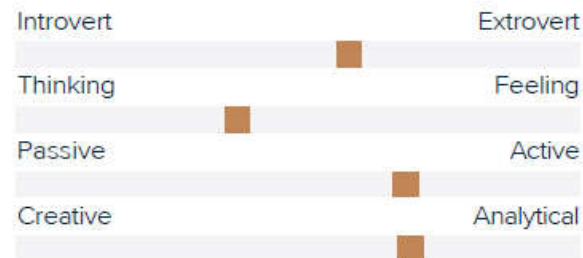
Goals

- The perfect proposal
- The perfect solution
- Make the customer happy

Frustrations

- Sales Department does not know the products they sell
- The bid strategy has to be made by her

Personality



ASSIGNMENT





1. Form 4 groups
2. Each group considers being Sales Manager or Proposal Manager
3. Come up with 4 - 6 best practices or ideas:
 - In your role: How can you close the gap?
 - 10 minutes time
4. Write each idea on a Post-It, add a graphic
5. Prepare to have one person to present your ideas in 3 minutes






10 MINUTES


Time is up!


What the Sales manager can do


-  Train the proposal team in client wishes
-  Aim for the goal
-  Have a coffee together, regularly
-  Train the bid/proposal management team in sales/marketing to understand “the other side”


-  Have training in Product Portfolio to know what you can sell
-  Get information on/from the customer and provide this to the bid/proposal manager in the early capture phase
-  Physically sit together

What the Proposal manager can do

-  From reactive to pro-active: don't wait for each other. Perform pre-bid tasks together

-  Attitude, behaviour and understanding are key

-  Meet physically (if possible) for a better relation. Think “long term”. This will give also a more sustainable solution for the customer

-  Work together based on everyone's expertise. “Ying and Yang”

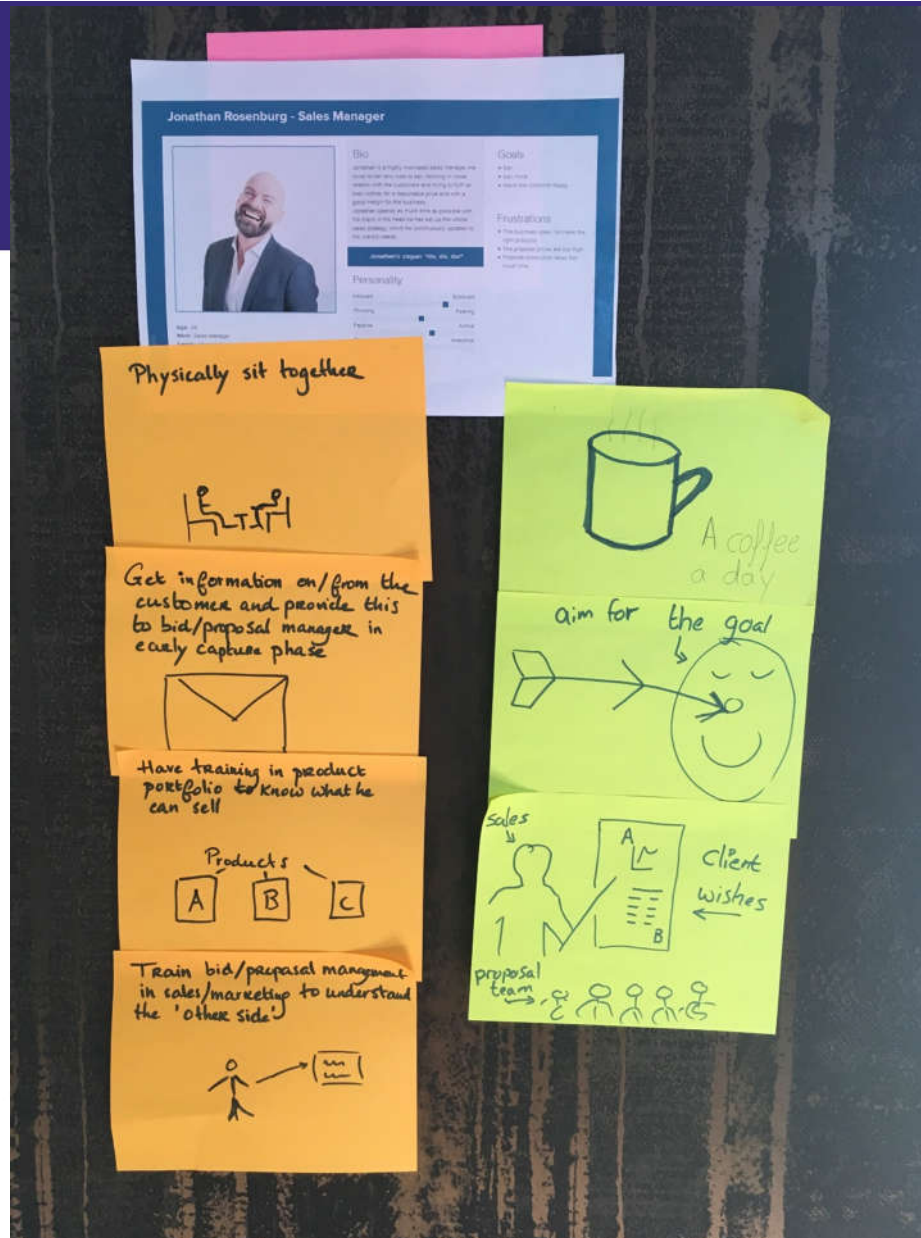
-  Plan together

-  Align expectations

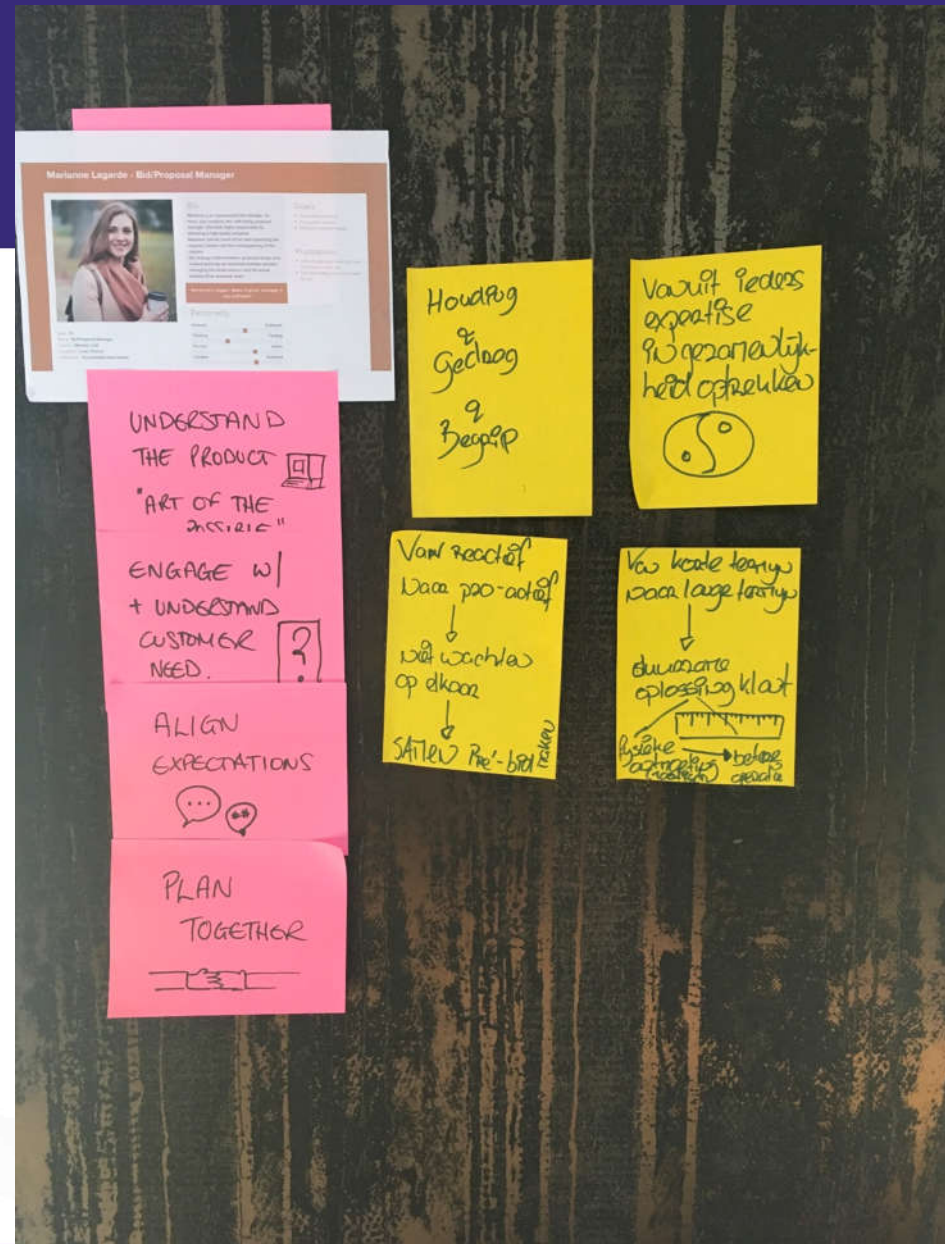
-  Engage with and understand customer needs

-  Understand the product; “art of the possible”

Post-it's Sales Manager



Post-it's Proposal Manager

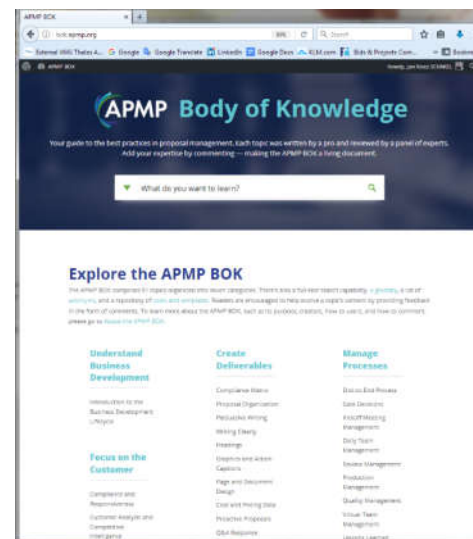


Reference and resources



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- APMP Body Of Knowledge
- Writing Business Bids and Proposals (for dummies)
- Shipley Proposal Guide, Capture Guide & Business Development Lifecycle Guide
- Download from apmp.nl
 - Slides of this workshop
 - Summary of theory



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End of workshop

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