



# The proposal team: Winning business one RFP at a time

For many businesses, winning RFP opportunities is a key part of their growth strategy. And, behind the scenes of every RFP response is a skilled proposal team.

Explore the role of each team member and how their unique skills come together throughout the proposal process.

## Meet the proposal team

Creating compelling RFP responses requires teamwork. Each member of the proposal team plays their part and uses their unique skills and experience to contribute to the proposal process.

**79%** of APMP members are a part of a business development and proposal team of five or more.



### Capture manager

**Role:** Before an RFP is issued, the capture manager explores a customer's background, needs and goals. Then, they develop a capture management plan to strategize how to give the business an advantage.

**Key skills:** Research, strategic planning, relationship development



### Proposal coordinator

**Role:** The proposal coordinator is the primary contact for the RFP response project. They plan the proposal process, assign tasks, edit responses and ensure the proposal is accurate, complete and submitted on time.

**Key skills:** Project management, persuasive writing, problem solving



### Subject matter experts

**Role:** Subject matter experts leverage their experience and knowledge to answer industry- and topic-specific questions in the RFP. In addition, they ensure that knowledge library responses are up to date.

**Key skills:** Communication, time management, organization



### Proposal development consultant

**Role:** As an external advisor to the business, the proposal development consultant provides a variety of services. For example, they may provide project management support, proposal editing or knowledge library review.

**Key skills:** Collaboration, industry insight, education and training



### Executive-level approver

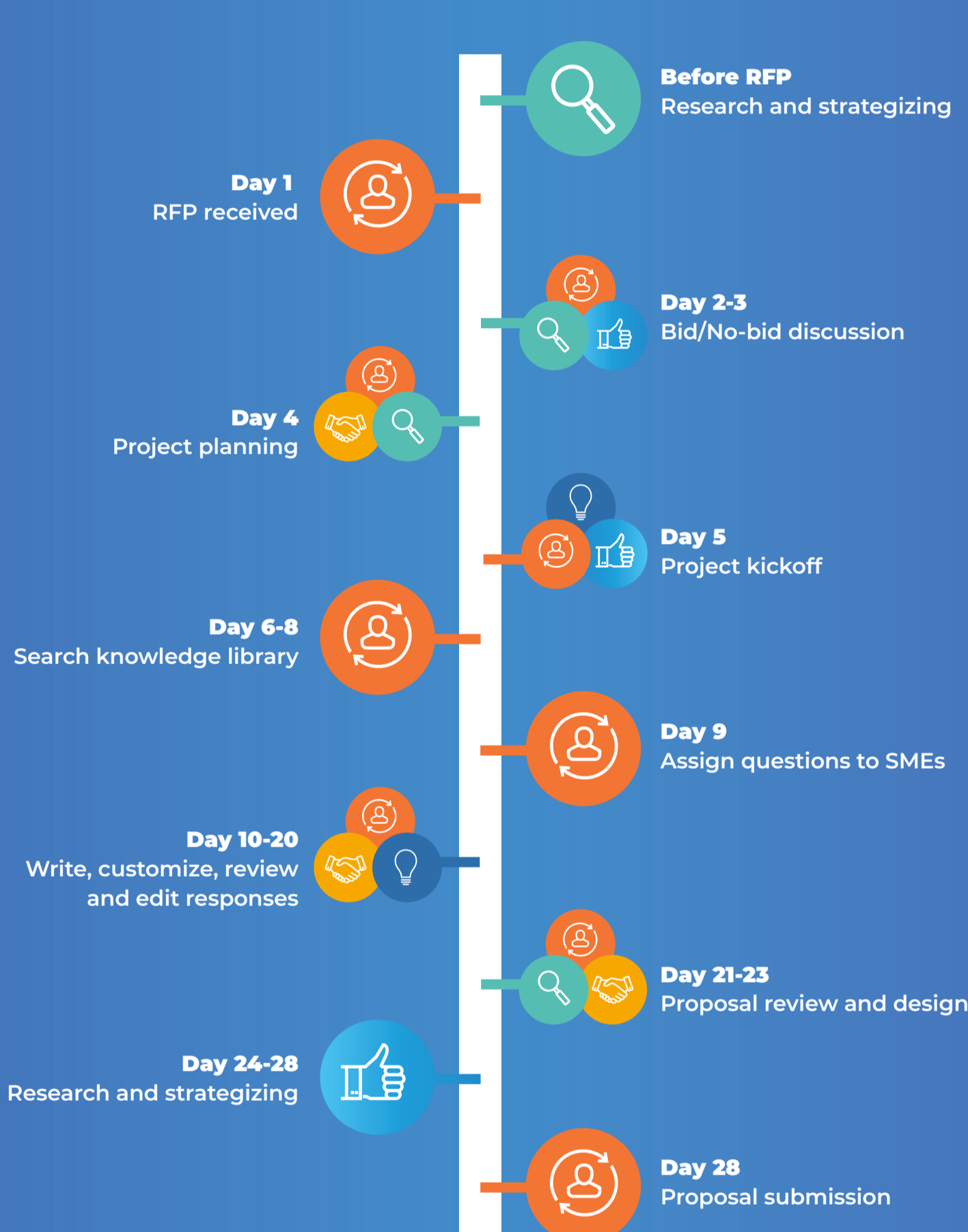
**Role:** With the business's goals in mind, the executive-level approver assesses the RFP opportunity's value. Then, the approver also reviews and signs off on the completed proposal before it is submitted to the customer.

**Key skills:** Business strategy, resource management, opportunity analysis

## Roles in the proposal timeline

The best teams are highly organized, collaborative and efficient as they work through the proposal timeline.

**78%** of bids are led by proposal staff. Typically, the proposal coordinator acts as the project manager for each RFP response.



## Team dynamics

Through the RFP response process, each contributor faces unique challenges. The team must work together to ensure the proposal is accurate, effective and on time.



### Proposal coordinator

#### Challenge

Remove roadblocks and barriers for team members to ensure on-time delivery.

#### Team solution

Leverage a knowledge library and RFP automation to optimize the proposal process.



### Capture manager

Translate pre-RFP research and knowledge into actionable insights.

Collaborate with proposal coordinator to identify and communicate win themes.



### Subject matter experts

Contributing to proposals while managing their role's primary responsibilities.

Keep knowledge library updated to enable proposal coordinator to automate responses.



### Proposal development consultant

Understanding and conveying the business's experience and differentiators.

Coordinate with proposal team to identify skill gaps and understand competitive advantages.



### Executive approver

Balancing the value of each RFP opportunity with the goals of the business.

Participate in bid/no-bid discussions and verify capabilities fit the buyer's needs.

## The best tools for proposal teams

Technology empowers proposal teams to answer more RFPs with better responses in less time. Here are a few of the best (and most popular) tools that enable efficiency.

**75%** of proposal teams with fully-adopted technology in place always finish their bids on time.



### All-in-one RFP software – RFP360

Key features: RFP automation, knowledge library and proposal workflow



### Proposal collaboration – Google docs

Key features: Team editing, task assignment and change tracking



### Proofreading tool – Grammarly

Key features: Spell check, grammar suggestions and readability



### Proposal design tool – Canva

Key features: Templates, graphs and images



### Project management – Teamwork

Key features: Project tracking, tasks and G Suite integration



\*Statistics from APMP: 2019 U.S. Benchmark Survey Report