

THE VISUAL-BASED PROPOSAL APPROACH

What is preventing your organization from producing compelling, visually-stimulating proposal responses?

Time Constraints

It is always best to have as much time as possible to create good narrative and graphics. However, in the proposal world, it is not always possible. All competitors are provided the same amount of time. This is where an experienced team provides significant advantage. A more efficient use of time is an advantage. Proper storyboarding inserted early in the process results in a thoughtfully crafted document.

Resource Management

Having the proper resources is imperative for execution. The largest issue in using a graphics-centered approach is how to manage the additional resources to work cohesively. Separating your subject matter experts, writers, and artists into different silos does not empower collaboration. Success in the visual-based storytelling approach requires cooperation and teamwork between all collaborators in the equation.

Solicitation Language

The purpose behind visuals is two-fold. One, applying emphasis to important factors in the solution. Two, is to visually engage the reviewer to provide better comprehension. **If you have worked in Government contracting, you have come across a phrase like, “no elaborate graphics.”** Many assume this means you should not concentrate on visuals or improve the look of the proposal. That is a misconception. The intent of the message is not to eliminate graphic elements. Rather, it is used to keep organizations from adding superfluous extras (decoration, marketing materials, etc.) which create distraction in their submissions.

The Cost

Everyone is concerned with cost, but letting that end the discussion is short-sighted. Perspective comes from real numbers. Our 15 most recent contracted proposal customers spent an additional 18% using this method over a standard approach. The value of these contracts ranges from \$1 to \$500M, and total over \$3.3B. The results: nine wins, one loss, totaling more than \$1.5B in closed contracts. The remaining contracts, totaling \$1.8B, are still in evaluation. The increase in spending using this method factors out to only 0.04% of contract dollars won, even when you include ongoing marketing support.



Conclusion

This is not about simply putting more graphics in your proposals. Adding graphics for the sake of adding graphics is wrong. But you also should not treat them as an afterthought. The Limitless difference is our proven ability to execute the use of visuals effectively. Our proposal approach marries company brand, marketing, and strategy into a single solution. Our staff is a part of APMP, and trained in the Shipley process, but we ultimately crafted our own methodology. Our hybrid method relies upon our rock-solid processes and streamlining the best aspects of commonly accepted practices, to form a highly successful strategy. The numbers tell a powerful story.

Contract Dollars Won/Lost

0.12% Lost



ABOUT LIMITLESS

Limitless was founded in 2015 with a goal to create a trusted group of professionals to help clients acquire business. What transpired, was much more than we anticipated. We uncovered underlying elements to customer success. We then merged techniques acquired from years of experience and research. Our team efforts developed new approaches to business acquisition. Trust emerged as the foremost element in every transaction. Limitless is about embracing the possibilities, and satisfying human needs, even in an arm's length digital world.

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