

The inside track to successful proposals

What does your customer really want? How will your proposal fare in their evaluation process? How can you sharpen your response to ensure that you maximise your scores and beat the competition?

Most proposal teams struggle to understand the buyer's real issues and decision-making criteria. Even many 'red teams' are dominated by staff whose recent experience is primarily on the supplier side of the bidding table.

PMMS is the world's leading specialist purchasing consultancy, working at the buyer-seller interface for nearly 30 years. Our consultants have run numerous major sourcing projects and evaluated countless proposals. We are therefore able to bring the critical extra dimension to your bid team – the buyers' perspective.

It is like having the customer's evaluation team developing your proposal.

Talk to us now about how we can help you to capture your must-win deals.

- Get beneath the surface of the Request for Proposal to understand what the customer is really asking for. Our RFP Analysis Methodology helps you to read between the lines, giving you an informed assessment of the customer's real requirements and the messages that might win the deal.
- Review your proposal text through the buyer's eyes, to spot ways in which you can sharpen your answers. Our Draft Proposal Review service uses trained purchasers to critique your documents before submission, making practical page-by-page recommendations for improvement.
- Rehearse your bid presentations in front of our team of experienced buyers. Their objective, insightful feedback will help you to sharpen your story and to present your bid as professionally as possible.
- Understand why you really won or lost. Customers rarely offer full, frank feedback to bid teams. With our purchasing background, we are able to get to the heart of what the evaluation team honestly thought of your bid.

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