

ALL THINGS CONTENT

What's your story?

BRINGING PROPOSALS TO LIFE THROUGH STORYTELLING

Let's be honest — proposals can be boring to read. To be fair, it's not their job to entertain. Their job is to factually describe how you'll solve a customer's problem in a way that can become a binding contract. Even if we sprinkle them with win themes and use good bid writing practices, they're hardly going to be a page-turner.

Even executive summaries don't always get it right. Full of hyperbole, corporate jargon and superlatives, they can be hard to warm to and trust.

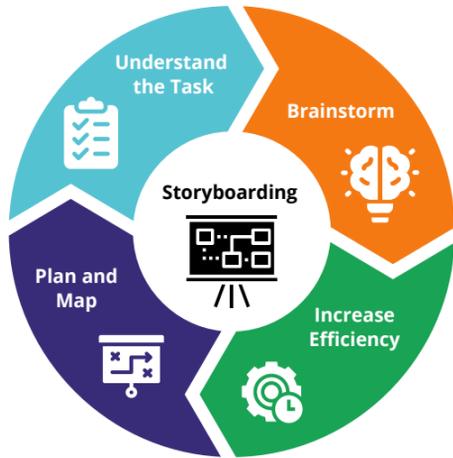
So how can we bring to life what it'll be like working together? How can we make an emotional connection with the customer that builds trust and rapport?

[READ MORE](#)

HOW STORYBOARDING HELPS YOU IN PROPOSAL WRITING

WHAT IS STORYBOARDING?

- Process of mapping out a series of themes
- It provides logical balanced flow of information through the proposal leading the leader/evaluator to the conclusion you want them to reach
- Just as you need a plan to build a house, you need a storyboard before bidding



HOW TO DO A STORYBOARD

- Start outline of the proposal
- Storyboard each section
- Provide headings supporting each heading

WHY STORYBOARDING?

- It helps you to meet requirements and proactively identify gaps in the offering
- Makes sure you are consistent across the response
- It shows what you can offer the customer, benefits and strategies for a winning solution

WHAT IS STORYBOARDING?

- Benefits of storyboarding
- All members in bid team assist with the solution of the proposal
- Team finds innovative ways to meet client requirements
- Inform content of document
- Check against customer requirements to ensure maximum compliance

UPCOMING EVENTS

POWER HALF-HOUR:

The Power of Marketing Collaboration
Tues, April 6 | 11 am eastern, U.S.

[REGISTER](#)

VIDEO TELECONFERENCING (VTC):

Cheers and Jeers
Wed., April 7 | 12 pm eastern, U.S.

[REGISTER](#)

BEST PRACTICE IN BID AND PROPOSAL MANAGEMENT

MS TEAMS (Presented in English)
Tues., April 13 | 4pm CEST(12 pm eastern, U.S.)

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GOING DIGITAL FROM OPPORTUNITY TO PROPOSAL:

APMP's Digital Marketing Conference.
Thursday, May 20, 2021

[REGISTER](#)

JOIN THE SA WEBINAR ON 22 APRIL 2021 @ 16:00

- Understanding how to manage an effective bid office and team beyond the win rate
- Panel of experienced APMP SA bid executives
- APMP SA Awards launch
- Key words: KPI, Reporting, Measure, Performance management

UPCOMING APMP SA EVENTS:

- 20 May 2021 – Is Perfect
- 24 June 2021 – Is Tendering a swear word?