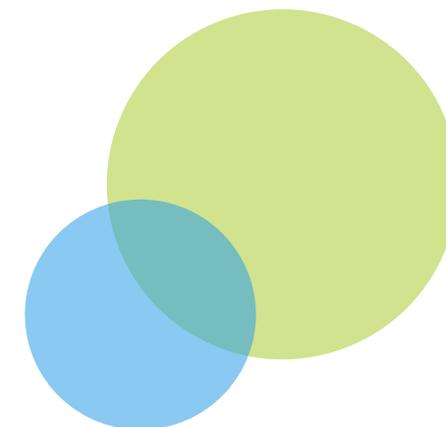




Buyers' views

of proposals are changing...



Key findings

We do regular research with procurement people as part of helping our clients. Many of our staff have procurement backgrounds - and with our links into the buying community, it's really interesting to poll the people that read the documents we work so hard to submit.

When we carried out our most recent research last year – [the buyers' view of bidders](#) – we deliberately used many of the same questions as in a previous study back in 2007.

This has revealed some fascinating data about how buyers' views have changed over the last decade or so.



1

There were three key findings:

Proposals are becoming ever more crucial

2

Early engagement with the client is increasingly important

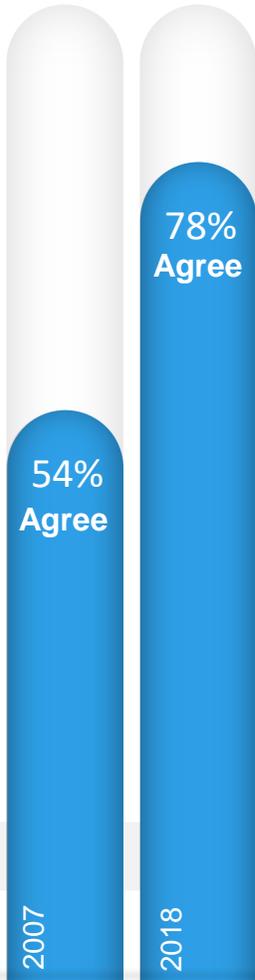
3

Buyers are increasingly frustrated by the quality of proposals that they receive

Proposals are becoming more crucial in the evaluation process



The written proposal is the most important factor in our evaluation process



The proposal's influence in whether you win or lose is greatly increasing

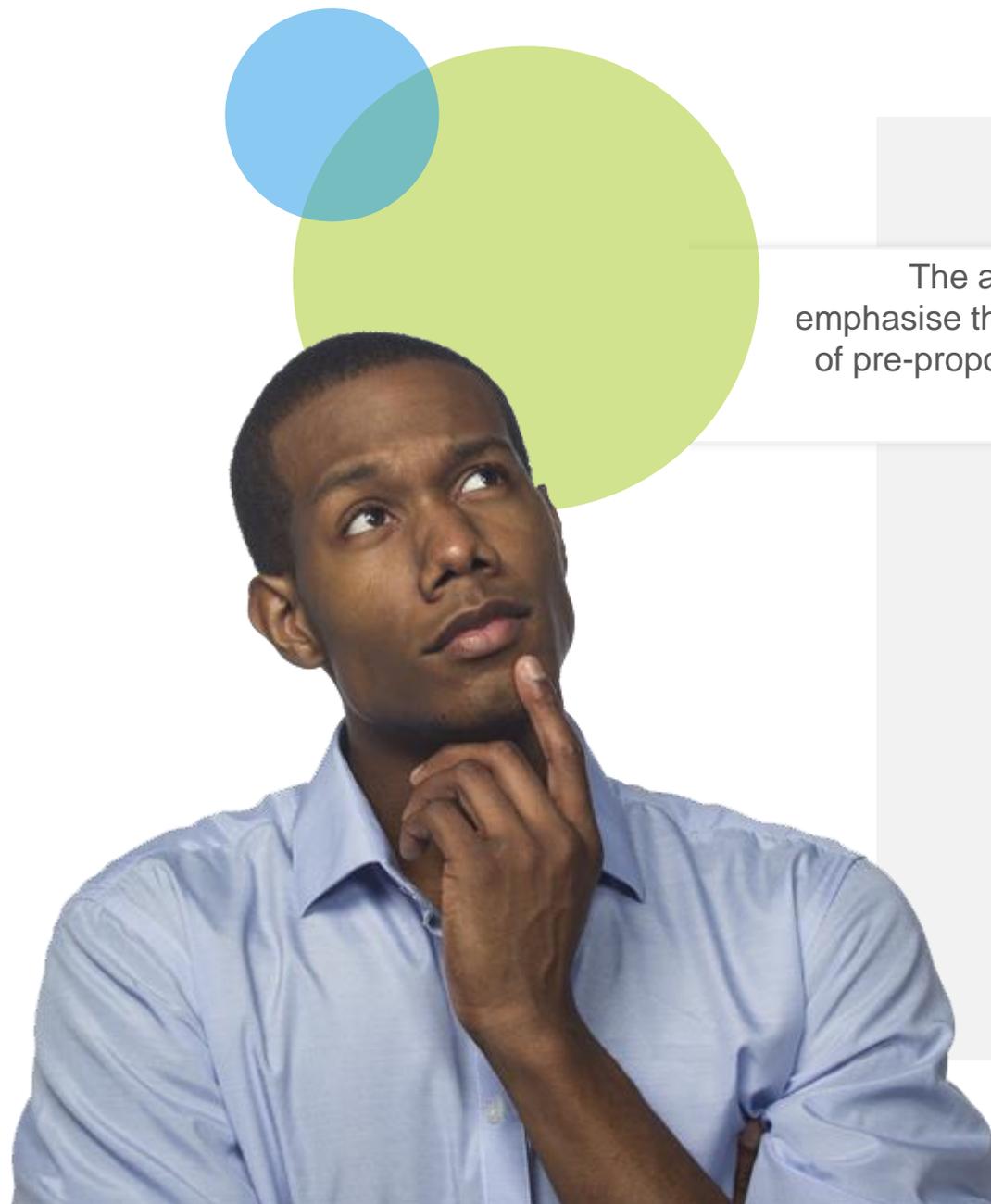


The supplier who submits the best written proposal wins the deal



It really helps

if the buyer knows you and likes you



The answers to two questions emphasise the increasing importance of pre-proposal planning and getting yourself in pole position:

“

The supplier I expect to win the business before issuing my RfX submits the best proposal

”

2007

2.5%
Agree

2018

46.5%
Agree

“

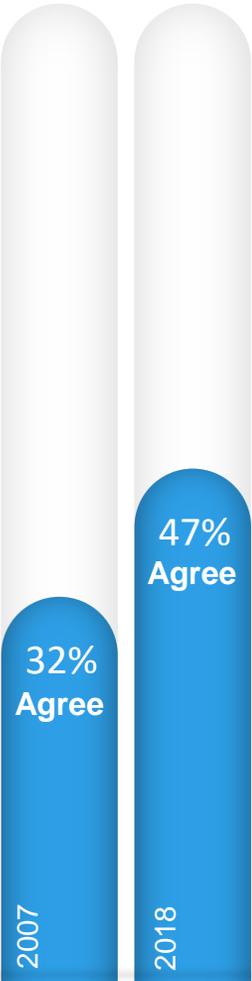
I have a clear idea of who I expect to win the business, before I even read the supplier's proposals

”

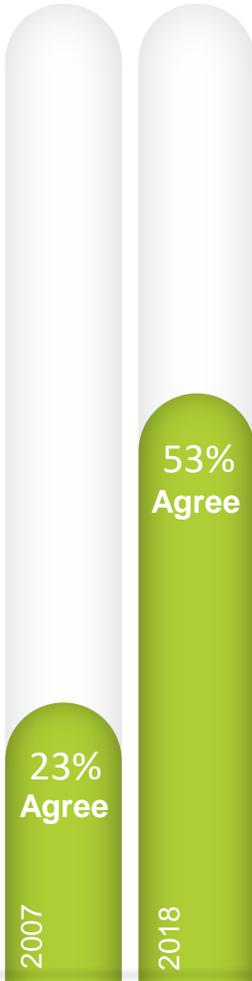
Buyers are increasingly frustrated by mediocre proposals



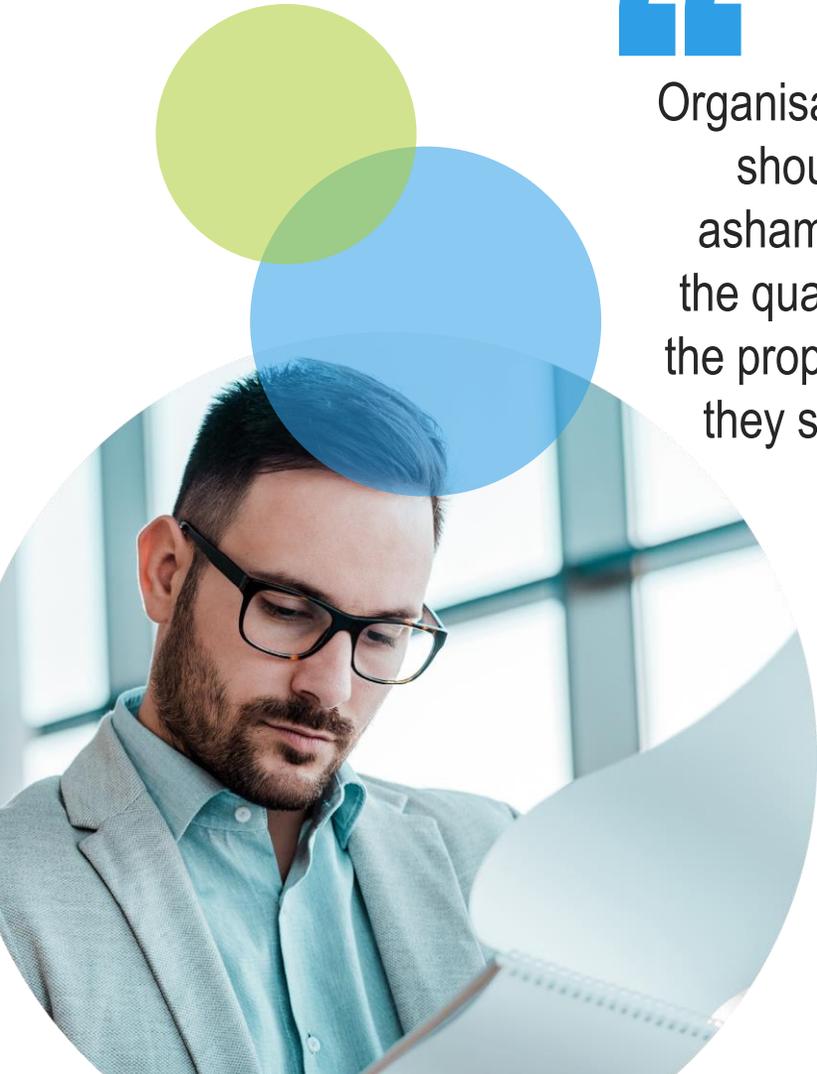
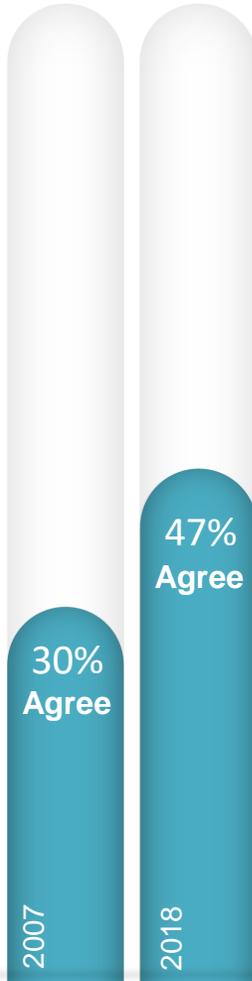
Organisations should be ashamed of the quality of the proposals they submit



I could write better proposals than my suppliers do



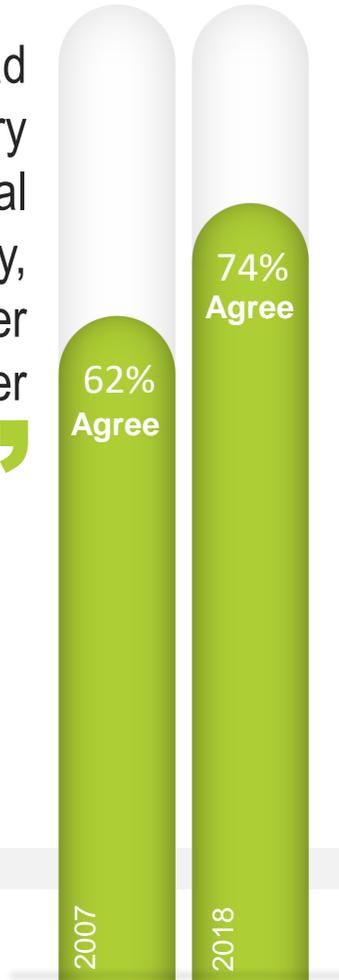
Suppliers never fully do themselves justice in their proposals



Buyers are becoming more diligent in their approach

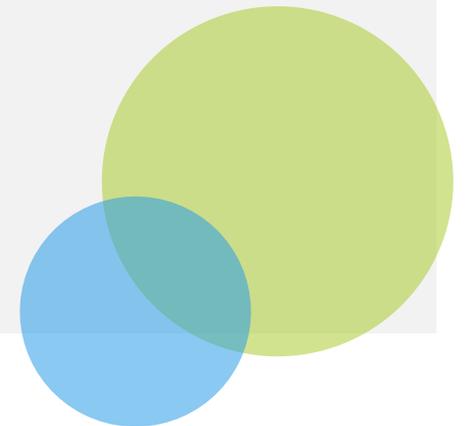


We read every proposal thoroughly, from cover to cover



It is clear from our research that the quality of proposals is getting better, but alongside that, expectations from the buyers are rising and we aren't keeping pace.

Organisations need to invest in proposals. Other research shows that this just isn't happening (see the [true cost of proposals white paper](#)).



StrategicProposals

In conclusion, proposals are one of the biggest opportunities for most organisations to gain competitive advantage. If you're not investing adequately today, then perhaps you should be re-thinking your strategy.

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