



Strategic  
Proposals

# Resources to help your development

Now you've seen the results of your My Proposal Coach™ assessment: what next? Here are a few pointers to resources that might help you take the next steps in your personal development.



## Free resources from Strategic Proposals

We've helped lots of organisations and individuals worldwide to improve their approach to proposal development – and hence their win rates. We're passionate about our subject and share our views regularly. So investing some time looking at the free resources on our website might give you some great ideas.

Our webinars, white papers and research cover a wide range of topics. A few examples include:



To keep in touch with what's new, follow us on [LinkedIn](#) and sign up to our quarterly newsletter [Winning Ways™](#).

## Low-cost resources from Strategic Proposals

If you love reading, you might enjoy our books. You can pick both up from Amazon or other retailers:



**Proposal Essentials** is an easy-to-read guide to the ten stages of a winning proposal process, packed with practical tips.

**Passionate About Proposals** contains anecdotes and tips from ten years of the Proposal Guys blog.

If you prefer to watch and listen, our **Proposal Essentials** virtual training course offers eleven videos and a free copy of our **Proposal Essentials** book. You can subscribe to the full package for as little as £45. Just head to the training services area on our website to find more details on **Proposal Essentials**. Use the code "COACH" to get your discount.

## Free Alumni membership



If you've already attended one of our courses, you're eligible to join our free Alumni programme.

Our alumni programme keeps you in touch with our latest thinking, events, discounts and new research.



## Study for professional certification

If you don't already hold one of APMP's qualifications, we'd strongly recommend that you look in to these.

APMP Foundation, the entry level, gives you a great overview of good practice, covering many of the areas in My Proposal Coach™. We provide courses and exam registration for the other core courses; APMP Practitioner and APMP Capture Practitioner. We also offer courses (with exam) for the micro-certifications: writing, executive summaries and graphics. You can find details of our upcoming courses on our [website](#).

We also offer Competitive Price to Win public courses, Winning proposal masterclass, 1:1 coaching support and in-house training workshops. If you want to know more or have any questions, then please let us know.

## Join your professional body

We're passionate advocates of the value of membership of APMP, the professional body for bid and proposal specialists worldwide. If you're not a member, we'd strongly suggest that you join.

Specifically, in terms of skills acquisition, the association offers a host of free resources for members including:



Webinars from leading lights in the proposal profession.



A comprehensive Body of Knowledge.

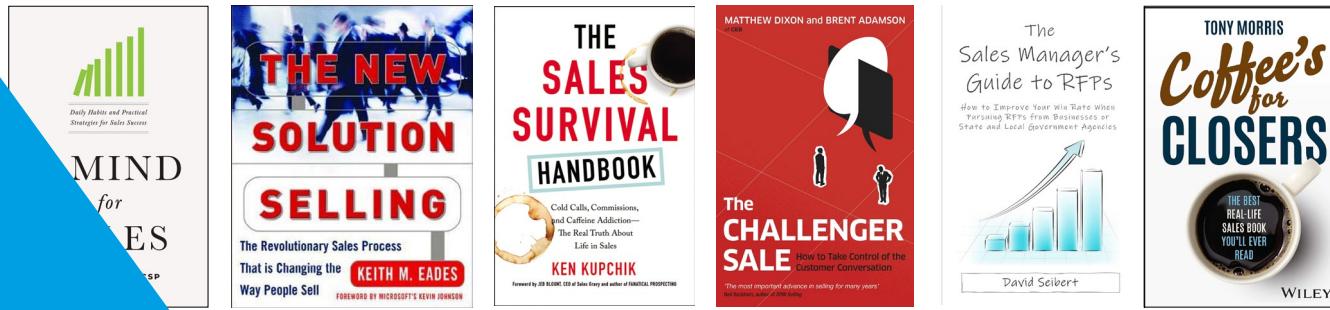


Local chapter meetings and conferences.

[Sign up here](#)

## Sales awareness

- The New Solution Selling by Keith Eades
- The Challenger Sale by Matthew Dixon and Brent Adamson
- The Sales Survival Handbook by Ken Kupchik
- Sales Enablement by Byron Matthews and Tamara Schenk
- Sales Mind by Mark Hunter
- The Sales Manager's Guide to RFPs – David Seibert
- Selling to the C Suite by Nicholas A.C. Read and Stephen Bistritz
- Coffee's for Closers by Tony Morris



## Purchasing awareness

- The Procurement Chessboard by Christian Schuh, et al
- Convince Me - Adele Gembardella and Chip Massey
- Influence: The Psychology of Persuasion by Robert B. Cialdini
- Pre-suasion by Robert Cialdini
- Bad Buying by Peter Smith



## Visual design

- The art of creative thinking by Rod Judkins
- Design is storytelling by Ellen Lupton
- The Fundamentals of Typography by Gavin Ambrose, Paul Harris
- Graphic Design Rules - by Adams, Dawson, Foster and Seddon
- The Brand Gap - How to bridge the distance between business strategy and design by Marty Neumeier



## Read!

We read avidly, keeping an eye out for any new books on topics related to bids and proposals. Here are a few of our all-time favourites, exploring competencies covered in the My Proposal Coach™ assessment:

## Writing

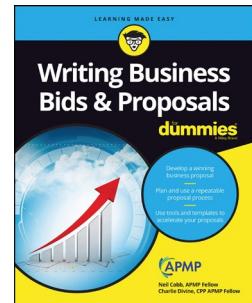
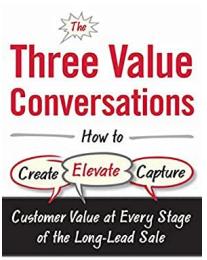
- First You Write a Sentence by Joe Moran
- The Reading Mind by Daniel T. Willingham
- Drop the Pink Elephant by Bill McFarlan and Eamonn Holmes
- Grammar Geek by Michael Powell
- For Who the Bell Tolls by David Marsh
- Dreyer's English by Dreyer, Benjamin
- Writing Business Bids and Proposals For Dummies by Cobb, Neil



## Strategy

Proposal Management Insights by Vatis Tsague

Three Value Conversations by Erik Peterson, Tim Riesterer, et al



## General proposal "textbooks"

The Ultimate Bid & Proposal Compendium by Christopher S. Kälin

Dummies Guide: Writing Business Bids & Proposals by Neil Cobb and Charlie Divine

Let's Talk by Nihal Arthanayake

The Infinite Game by Sinek, Simon

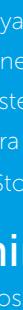
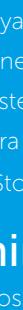
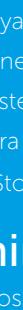
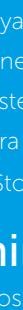
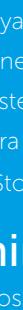
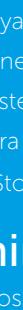
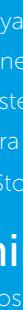
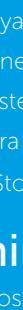
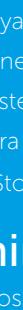
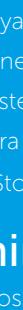
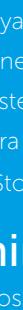
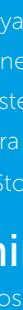
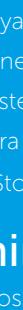
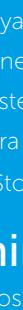
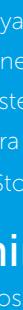
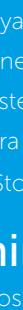
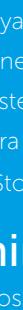
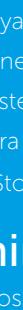
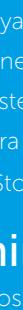
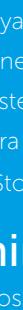
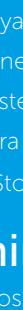
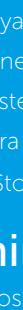
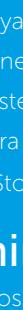
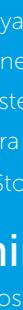
Winning Big. The Masterplan for Winning Bids & RFPs Paperback by Anne McNamara

Outliers - The Story of Success by Malcolm Gladwell

## Learning reviews

Win / Loss Analysis: How to Capture and Keep the Business You Want

by Ellen Naylor



## More formal training and development

If there are a few of you in your organisation wanting to sharpen your skills, we'd love to help. In particular, our award-winning Winning Proposals Masterclass™ has been the start of the skills development journey for many – and an important refresher for others. Other very popular courses include:

- ⦿ 'Presenting to Win'
- ⦿ The 'Executive summary masterclass'
- ⦿ Our 'Proposal writing bootcamp'



More generally, there are other training providers we love. Keep a particular eye out for some of the [Guardian's Masterclasses](#) – invariably brilliant. One we enjoyed, for example, was "Information is power: A data visualisation workshop".

And if you're thinking about areas such as Personal Credibility & Impact, [The School of Life](#) offers some inspirational self-development courses, webinars and publications. If you've attended other brilliant courses, let us know!

## 1:1 coaching and mentoring

Early in your career? Find someone you trust to give you help and guidance. One idea is to think about joining the APMP UK's mentoring scheme. For more information, head [here](#).

You might also want to draw on the experience of some of our senior staff. (Between us, we've been doing bids and proposals for over 500 years!). If you're some way into your career – or in a leadership role – there can be huge value in confidential coaching, providing a sounding board and practical advice. Give us a shout if you'd like to explore this.

And we also love working with in-house bid and proposal teams to win business – transferring skills as we go. Drop us an email or give us a call if you're interested.



## A more radical review?

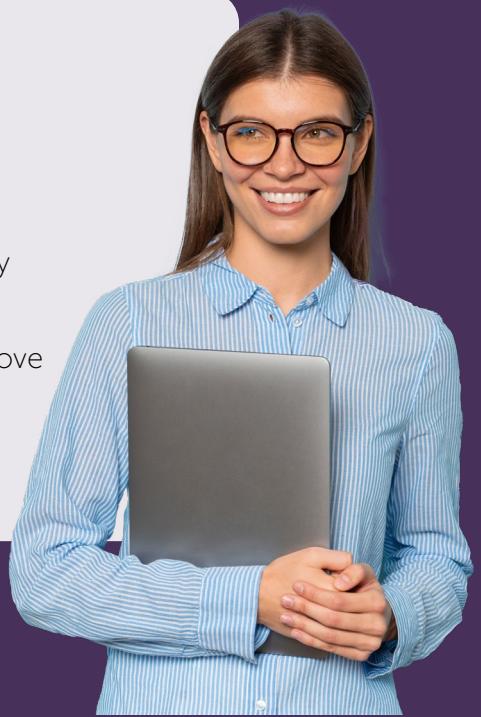
Sometimes, thinking about competencies and personal development sparks ideas about assessing and improving your organisation's proposal capabilities more systemically. Our free [Proposal Benchmarker™](#) online tool – a finalist in the British Excellence in Sales Management Awards – has been used by over 1,000 companies worldwide. This free assessment will pinpoint opportunities to improve your ability to win.

Then there's our [free self-assessment tool for PAS360:2023](#) code of practice for bid and proposal management. This will help you test your existing approach against BSI's code of practice for bid and proposal management.

If you have 45 minutes to spare, head over to the site and complete your free assessment – which asks around 100 questions. You'll then receive a detailed report with recommendations.

### Let us know what you think!

If you've any feedback on the [My Proposal Coach™](#) system and competencies then we'd love to hear from you. We fully intend to keep adapting and evolving the system, so we'd love to hear your comments.





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If you've not found what you're looking for  
then feel free to contact us and speak to  
one of our experts:

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