



Winning Proposals

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Presented to:

Small Business Roundtable

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Winning Proposals

- **Know the RFP Requirements (SOW)**

- **Know the RFP Instructions**

- **Know your Customers**

- **Point of View**

- **“Design Thinking”**

- **Good Features of Proposals**

- **Not-So-Good Features of Proposals**

- **Lessons Learned**