

**APMP Survey of 102 Proposal Management Professionals**

VisibleThread conducted this survey at the 2011 APMP Conference in Denver, Colorado.

- 1. What is your role?**
  - a. Bid/Proposal Management - 79%
  - b. Business Development - 2%
  - c. Program Management - 2%
  - d. Other, please specify - 17%
  
- 2. What is your primary area of focus for bid responses you are involved with?**
  - a. Government - 64%
  - b. Commercial - 36%
  
- 3. What size is your company?**
  - a. Less than 100 people - 5%
  - b. 101 to 1000 people - 17%
  - c. 1000 to 10,000+ - 78%
  
- 4. When developing bid responses, on average how long is a response cycle?**

a. Less than 4 weeks - 42%	Gov - 24%	Comm. - 74%
b. Between 4 and 8 weeks - 37%	Gov - 47%	Comm. - 21%
c. Greater than 8 weeks - 21%	Gov - 29%	Comm. - 5%
  
- 5. What size bids are you typically involved with?**
  - a. Less than \$10m value - 39%
  - b. Between \$10m and \$50m - 25%
  - c. Greater than \$50m - 36%

***Specific Bid/Proposal Development***

- 6. How would you grade your current bid proposal process in terms of overall efficiency?**

a. Bad - 8%	Gov - 13%	Comm. - 0%
b. Fair, room for improvement - 37%	Gov - 26%	Comm. - 63%
c. Good - 47%	Gov - 55%	Comm. - 21%
d. Excellent - 8%	Gov - 6%	Comm. - 16%

if a. or b. do you feel automation would help?

- 7. Would you say the average win rate for Bids in your organization is:**

a.) Greater than 75% - 7%	Gov - 8%	Comm.-0
b.) Between 50 and 75% - 44%	Gov-56%	Comm.-17%
c.) Between 25 and 50% - 32%	Gov.-26%	Comm.-44%
d.) Below 25% - 17%	Gov.-10%	Comm.-39%
  
- 8. When working on response teams, do you engage with distributed team members?**
  - a. No, all members are in same physical location - 2%
  - b. Somewhat, some members are co-located and some are distributed - 42%
  - c. Yes, most members are distributed and in different locations - 56%

- 9. While all of the choices below are critical to success, please select what you view as the most critical component to winning a bid?**
- a. Ensuring that the right win themes are present across the collection of response documents  
42% Gov-42% Comm.-42%
  - b. Ensuring concise and measurable Language in the response  
13% Gov-16% Comm.-11%
  - c. Effective team collaboration and review  
33% Gov-29% Comm.-42%
  - d. Ensuring an accurate compliance matrix  
12% Gov.-13% Comm.-5%
- 10. While all of the below are challenges, please select what you view as the most difficult aspect to get right for winning bids?**
- a. Ensuring a common win theme is carried throughout the response  
30% Gov-26% Comm.-11%
  - b. Ensuring that the response is tight and has measurable & non-marketing language  
25% Gov-34% Comm.-22%
  - c. Managing inputs from multiple stakeholders and conducting efficient reviews  
42% Gov-40% Comm.-61%
  - d. Establishing an accurate compliance matrix  
3% Gov-0 Comm.-6%
- 11. When developing responses, do you use content management software?**
- a. No, mostly we use file shares - 38%
  - b. Yes, mostly our responses are held in Sharepoint – 33%
  - c. Yes, mostly we use a specialist Proposal Content Management System 29%
- 12. Do you use 'automation' to scan documents for liability, credibility and delivery issues?**
- a. No, we conduct manual reviews by reading the documents -78%
  - b. Somewhat, we use search indexing tools -15%
  - c. Yes, we use Content Analysis software search capability/scanning solution
- 13. What is the primary method your team uses to conduct rainbow / team reviews?**
- a. We gather in a single location during the development phase, note issues and the Bid/Proposal Manager documents these issues in a summary document for actioning.  
37% Gov-52% Comm.-12%
  - b. We allocate a specific time for reviewers, comments are set by mail/mark up in the document and the Bid/Proposal Manager correlates the feedback for sharing.  
54% Gov.-43% Comm.-76%
  - c. We use discussion threads within our content management system for highlighting concerns.  
9% Gov-5% Comm.-12%
- 14. How do you record feedback on documents?**
- a. We mark up issues with comments/edits/review within the document itself and send the marked up doc by mail  
72% Gov-73% Comm.-70%

- b. We use a wiki or online discussion forum for feedback  
3%                      Gov-2%                      Comm.-5%
- c. We record feedback in an excel spreadsheet and circulate by mail  
9%                      Gov-10%                      Comm.-5%
- d. We record feedback as discussion threads in a content management solution  
7%                      Gov-5%                      Comm.-10%
- e. None of the above  
9%                      Gov-10%                      Comm.-10%

**15. How do you ensure Win Themes are covered in the response?**

- a. We don't use or document 'win themes'  
16%                      Gov-5%                      Comm.-32%
- b. The Bid Manager manually reviews the response documents and checks adherence to win themes by hand  
70%                      Gov-85%                      Comm.-53%
- c. Each person checks as they write  
14%                      Gov-10%                      Comm.-15%

**16. Do you think automation would help improve rate of win?**

- a. Yes, a lot 42%
- b. A little 47%
- c. No 7%
- d. Not sure – 4%

**17. If focussed on government, is your company well-positioned to handle ramp-ups in proposal submissions related to opportunities arising from continuing resolutions and 'end of year' funding events?**

- a. Yes, we can accommodate with in-house resources while maintaining good quality 42%
- b. Yes, we can use out-of-house/external partners to address the demand and maintain good quality 22%
- c. We tend to respond to the opportunities but the quality of the responses can suffer 24%
- d. We pass on certain opportunities since we don't have sufficient resources and can't assure good quality 12%