

SOLUTION ENGINEERING

Winning Proposals are Engineered, Not Just Written

Do you ever feel uncertainty or frustration when submitting a proposal to the government?

Do you always have a rock-solid case for “why your company?”

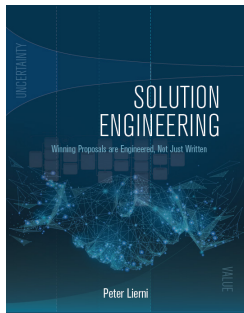
Have you ever been challenged to make a bid decision with less than adequate information?

Many of us wonder under these circumstances: *“Did we do enough?”* One way to address such dilemmas is through the application of a framework, which enables better decision making and supports the design of a winning proposal. Ultimately, it helps you convincingly answer the question:

“Why your company?”

THE SOLUTION ENGINEERING FRAMEWORK™

A simple, yet powerful, deliberate, engineering-based approach to designing winning proposal solutions. It helps develop the supporting narratives you need before you put pen to paper. Using this framework ensures that the necessary critical thinking happens upfront. You can use this framework immediately, and it complements many of the practices and tools you already have in place. Over time, applying the framework to every bid opportunity will increase the value of your company.



Get the Book

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Take the Course & Get Certified

Build and enhance critical skills
needed to engineer winning
proposals



Engage a Consultant

Benefit from expertise
that has enabled
hundreds of millions
of dollars of wins.



Use the Tool

The Solution Engineering Tool
(SET™) is an automation of
the framework and offered
as a software-as-a-service

“Gain the confidence to know your company has the answers to win!”