

PropLIBRARY.com

PROPOSAL KNOWLEDGEBASE AND INSPIRATION TOOL

ENTERPRISE SOLUTIONS

**For improving the ability of your entire organization
to capture business by using PropLIBRARY**



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Executive Summary

PropLIBRARY is a web-based tool that guides people through the process of winning new business. It provides you with instant process documentation, online training, and a re-use library. Or it can supplement the process and files you already have, while filling in the gaps with expert guidance and content. PropLIBRARY:

- Guides staff to win leads that require a written proposal to close the deal
- Is ready off-the-shelf for the most sophisticated B2G and B2B pursuits
- Is fully customizable, so you can integrate it with your existing processes and adapt it to the specifics of your business. Covers both the pre-RFP pursuit and post-RFP capture phases

With PropLIBRARY you can:

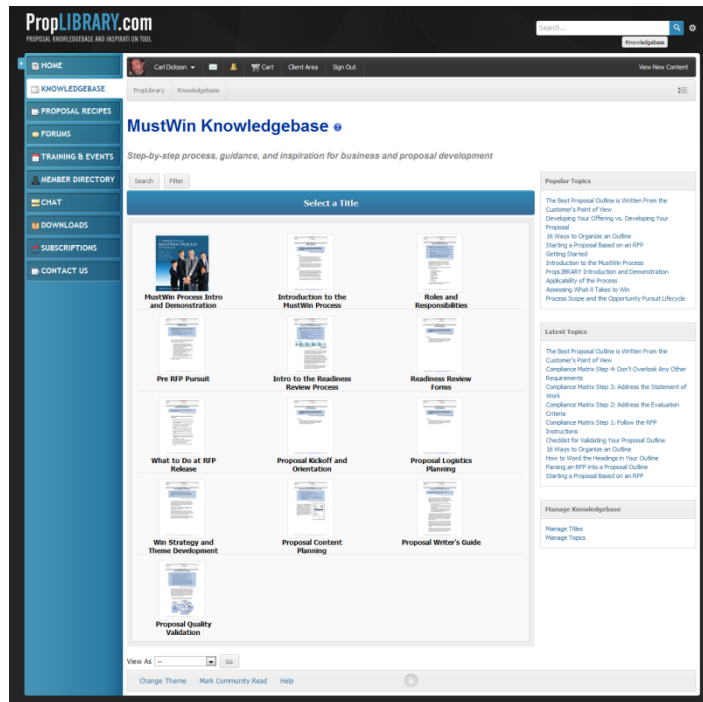
- Use our off-the-shelf content to jump start your efforts
- Customize our content to reflect your uniqueness
- Replace our content with your own and just use our technology platform
- Or any combination of the above

PropLIBRARY can help small businesses out-compete much larger firms, and it can help large businesses reengineer their business development efforts. It is used by billion dollar companies as well as tiny startups, in all industries, in over 170 different countries.

It does this for what probably represents a small portion of your training budget. It costs less than launching an internally developed training program but delivers far more. PropLIBRARY could very well deliver the best ROI of any purchase you will ever make.

What kind of tool is PropLIBRARY?

PropLIBRARY is a Software as a Service (SaaS) platform delivered pre-populated with incredibly valuable content that is continuously updated.



PropLIBRARY is **not** an over-engineered workflow system, an RFP parser that won't actually save you any time, templates that do more harm than good, or an attempt at automation that won't work and instead increases the amount of training people need to contribute to a proposal. None of these things show people how to win. But PropLIBRARY does.

PropLIBRARY **is** a tool that delivers guidance, inspiration, and acceleration. It **is** part documentation and re-use library, part database, and part online training. That's why we call it a Knowledgebase. PropLIBRARY **is** about developing an information

advantage over your competitors and then turning that into the black ink on paper required to win your proposals.

The PropLIBRARY Knowledgebase contains solutions for how to:

- Ensure your team is ready to win at RFP release by bringing a structured approach to what happens during the pre-RFP phase
- Gain an information advantage and convert it into win strategies and themes
- Measure progress (both pre-RFP and during the proposal)
- Get the most out of technical or inexperienced staff
- Figure out what to include in the proposal and make sure you don't overlook anything
- Define, measure, and effectively validate proposal quality
- Measure things you didn't think could be measured, turn them into a metrics system that doesn't require extra effort, and then find hidden correlations with your win rate
- Make better informed bid decisions
- Ensure that your proposal reflects what it will take to win
- Get everyone on the same page, eliminate endless re-writes, and avoid deadline crunches

Process Acceleration and Guidance

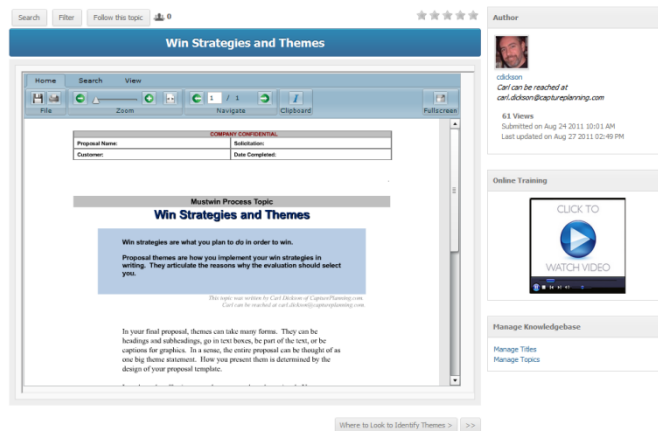
The PropLIBRARY Knowledgebase comes with the MustWin Process documentation developed by CapturePlanning.com. The MustWin

Process is an approach for capturing new business opportunities that require submitting a proposal. It makes proposal development more efficient, sets expectations, allows progress and quality to be measured, and increases your chances of winning.

If your company is like most, you keep your proposal staff too busy preparing proposals to fully document everything. The MustWin Process provides an immediate off-the-

shelf solution, or you can use it to fill gaps in your current process. It can be tailored to meet your specific needs.

The MustWin Process covers both the pre-RFP pursuit phase and the post-RFP proposal capture phase. It focuses on achieving an information advantage and turning it into a winning proposal.



**The MustWin Process tells you
how to gather what you will need to know,
and put it in the right format,
so that when you sit down to write,
you know what to say to win.**

**It does this in a way that improves your team's ability to work together
and ensures quality results. It accelerates, inspires, and guides.**

It's the sort of thing a small business can use to outcompete much larger companies — or the sort of thing a big company can use to reinvent itself and perform like it should. It's currently in use at companies with only a handful of people as well as at companies with more than 10,000 employees.

Our website provides a ton of additional information about the content and coverage of the MustWin Process.

Winning Through Innovation

The MustWin Process is innovative in a number of important ways that add up to a competitive advantage for the companies that take advantage of it:

- ❑ **It's ready to use off-the-shelf.** You can start using it a few minutes from now.
- ❑ **It's easy to customize and integrate.** You can use parts of the MustWin Process to fill gaps in an existing process or provide an end-to-end solution. You get access to the source files so you can make them address the specifics of your business.
- ❑ **It combines training with doing.** The MustWin Process guides people through the steps, explaining what to do and what issues they will face. PropLIBRARY adds recorded online training and opportunities to ask questions, making it a more interactive, learning experience.
- ❑ **It defines roles functionally.** The MustWin Process adjusts to the number of people available. Individuals can cover more than one function as long as they are all covered by someone. It shows you how to allocate your resources, whether you're a small group or a large enterprise.
- ❑ **It manages expectations.** Every topic or step addresses who is responsible, what they must do, what the goal is, and when it must be done. Everyone knows what to expect and can even read ahead to anticipate what is coming.
- ❑ **It enables pre-RFP progress to be measured.** The MustWin Process provides specific questions to answer and goals to achieve, and provides a means to measure progress to ensure you arrive at RFP release ready to win. When combined with proposal Content Planning, Readiness Reviews also solve the problem of how to make a smooth transition from pre-RFP pursuit to post-RFP proposal writing. The MustWin Process also provides an objective basis for bid/no bid considerations.
- ❑ **It implements proportionate scheduling.** The scheduling of Readiness Reviews adjusts to the time available. Whether you have a lot of advance notice or very little, the MustWin Process shows you what to do and makes the most of the time available.
- ❑ **It provides an efficient workflow.** Information collected during the pre-RFP phase flows into your proposal plans. It ensures that the proposal reflects everything you know about the customer, the opportunity, and the competitive environment. Documentation of the proposal plans actually starts prior to RFP release. Proposal plans are forms-based to lower the level of effort. The MustWin Process also ensures that effort is not wasted on unnecessary steps by constantly moving information forward and by storing it in convenient, reusable formats.

- ❑ **It makes writing easier while improving its quality.** The Content Planning methodology introduced by the MustWin Process provides a way to ensure that the proposal addresses everything it should, provides guidance to proposal writers, provides a vehicle for collaboration between stakeholders, and establishes a baseline for measuring proposal quality. It turns the actual writing into a process of elimination. Writers don't have to start from a blank page, or waste extra effort on planning deliverables that are destined to be orphaned, so writing is greatly accelerated. Writers also get a rubric that shows them how they will be graded long before their sections are ready for review.
- ❑ **It defines quality in a measurable way.** The MustWin Process first defines what a quality proposal is, and then aligns what you know about the customer, opportunity, and competitive environment around it. It turns win strategies and themes into quality criteria that the proposal can be measured against.
- ❑ **It validates that the draft proposal reflects what it will take to win.** The MustWin Process double checks everything that is necessary to win, and does it continuously instead of just at certain milestones, significantly lowering risks. The MustWin Process ensures that reviews are effective by identifying what is necessary to win, turning those items into criteria, building plans around them, and then measuring drafts against them. It solves the problem of reviews that are not consistently effective and it makes quality and progress measurable. It also solves the problem of reviews that can't adapt to different circumstances, by enabling you to adjust the criteria as well as how and when reviews are performed.
- ❑ **It is highly scalable.** The MustWin Process solves the problem of how to use the same process for quick turnaround proposals as well as for strategic pursuits. Readiness Reviews scale to the time available. Content Planning is an iterative approach that can be rationally scaled to achieve the best balance between time spent planning and time available for writing.
- ❑ **It lays a foundation for metrics and analytics that can revolutionize your business.** Progress toward RFP release is measured. The quality of the draft proposal is measured. The resulting metrics, when correlated over time against your win rate, can provide true insight into what is helping and hurting your business. The MustWin Process can enable you to make decisions based on hard data, rather than going on experience and conventional wisdom alone.

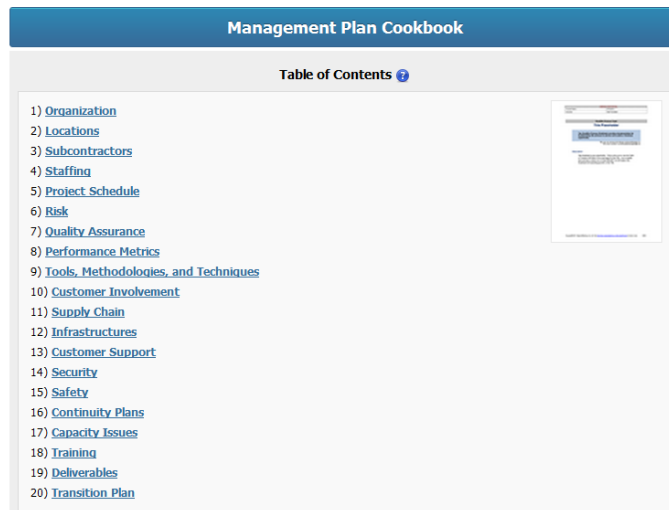
PropLIBRARY reduces the overall time, effort, and expense of proposal development, while simultaneously increasing your win rates.

Proposal Re-use and Inspiration Library

We recommend an approach to building a proposal re-use library that is not only more economical to create and maintain, but is that also leads to proposals with a better chance of winning.

Companies that are looking for a boilerplate solution are balancing their desire to win against their desire to save time. For many companies, the

idea that boilerplate will save time is just an excuse. The truth is they don't know what to say and rationalize that boilerplate will help them figure it out quicker, thus saving time. A lot of people fear writing, don't know how to get started, and are afraid of getting stuck. But rather than saying they need help figuring out what to write, it's safer to say that they want boilerplate to speed things up.

A screenshot of a web application titled "Management Plan Cookbook". Below the title is a "Table of Contents" section with a list of 20 numbered items, each with a blue hyperlink. To the right of the list is a small thumbnail image of a document page.

Management Plan Cookbook	
Table of Contents	
1)	Organization
2)	Locations
3)	Subcontractors
4)	Staffing
5)	Project Schedule
6)	Risk
7)	Quality Assurance
8)	Performance Metrics
9)	Tools, Methodologies, and Techniques
10)	Customer Involvement
11)	Supply Chain
12)	Infrastructures
13)	Customer Support
14)	Security
15)	Safety
16)	Continuity Plans
17)	Capacity Issues
18)	Training
19)	Deliverables
20)	Transition Plan

Instead of templates, PropLIBRARY comes with a recipe library that you can use to inspire your proposal writers and accelerate their efforts.

Our recipe library helps authors without crossing the line by doing the writing for them or exposing the proposal to the risks that result from recycling proposal content. With our proposal recipes, you help your writers make sure they don't overlook relevant topics, improve quality, and speed up the process of figuring out what to write. But most importantly, you keep them focused on creating a proposal that is optimized to win instead of focusing on editing a narrative from one context to another.

Customization

PropLIBRARY Corporate Subscribers can add new topics of their own, replace our content with their own, and delete anything that doesn't apply to them. They can even take our topics, put their own spin on them or add things specific to their business, and upload them back. Their staff will see only what they want them to see, and be guided in the ways they want them guided.

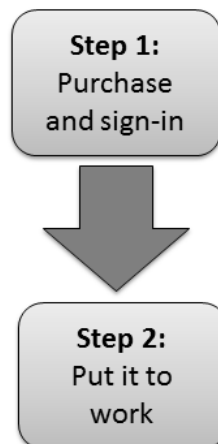
You can look at PropLIBRARY as a software platform that is already configured to host your own business and proposal development process and re-use material.

It just happens to come with content that can change the future of your company.

If you wish to customize PropLIBRARY, we do ask that you purchase a training and guidance package. The training will be conducted online and will show your staff the features related to customization and how they work in detail. We also include some dedicated support hours so that we can go hands-on and help you get things set up just the way you want them.

Enterprise roll-out considerations

Rolling out PropLIBRARY requires a lot less effort than rolling out software. It doesn't require extensive programming, configuration, planning or development. Instead, you have some simple choices:



- **Do you adopt it in whole or in part?** Are you using it to fill gaps in an existing process, integrating it, or starting fresh? If you start fresh, then PropLIBRARY is ready immediately. If you plan to combine processes, it will take some effort. But you may be able to phase it in or approach it incrementally.
- **Opt in at what level?** If you have the authority to mandate its use, and are ready to move forward that way, then you can skip this step. If you need to build consensus, work with other departments, etc., then one of the things PropLIBRARY can do is give decision makers a chance to opt in. You can put the process in front of them, and let them decide whether they want to pursue their bids that way, or some other way. Who the decision makers are and how to approach the issue of opt-in will vary from company to company.
- **Use it off-the-shelf or tailor it to your business?** PropLIBRARY is designed so that you can tailor it to the specifics of your business. But this will take time. Tailoring isn't necessary for PropLIBRARY to function, and it doesn't have to require a lot of effort. You have to decide whether to move quickly and start with the off-the-shelf version, or wait for tailoring before you roll it out. Some key areas to consider:
 - **Readiness Reviews.** Do you want to add items that are specific to your line(s) of business to the list of questions, goals, and action items to be achieved before RFP release?
 - **Content Planning.** If your offerings are highly focused, you may have content you would like to include in every proposal. Do you want to incorporate it into the Content Planning phase of the process so that it's already there?
 - **Proposal Quality Validation.** If what it takes to win doesn't change on every bid at your company, you may be able to pre-populate some of the Proposal Quality Validation forms.

- **Forms and miscellaneous items.** Because the MustWin Process is heavily checklist and forms driven, it makes it easier to add a line here, or change some wording there. Tailoring doesn't have to be a major undertaking.
- **Do you want to implement a metrics and analytics system for your business?** The MustWin Process lays the foundation. But you still need to record the data generated by the process and perform the analytics to discover how to improve, reengineer, and potentially revolutionize your business. You get to decide whether that fits with your strategic plans and how much effort to put into it.
- **Build it into your executive reporting?** By far, the best practice for ensuring successful adoption, is to modify your executive-level reports so that the status of leads is reported based on Readiness Review results and proposal progress is reported based on Content Planning and Proposal Quality Validation results. When your staff need data from the process to complete their reports so they can submit them to their bosses, suddenly they become eager to participate in the process.
- **Roll out: phases, iterations, or all at once?** You can roll out one phase at a time, for example, pre-RFP, proposal planning, or proposal quality validation. Or you can do it iteratively by implementing multiple phases, but starting at a high level and getting better with each cycle through the process. This approach works well in practice. You can also use it to start fresh and introduce a whole new process and approach to an organization that needs it.
- **Implement continuous improvement and training?** Rather than treating the roll-out as an event, it works better if you treat it as a way of life. We recommend periodically (after each proposal, monthly, or quarterly) meeting to discuss raising the bar, overcoming challenges, and how to best apply the process in your environment.
- **Do it all with your internal resources, or get help?** PropLIBRARY is about helping companies improve their own ability to win proposals. We don't see ourselves as in the business of doing people's proposals for them. But we do provide some options that can help you get started and happily provide referrals for things we don't do.

How do you get PropLIBRARY?

You need a subscription to access PropLIBRARY. You can choose from Single User Subscriptions and Corporate Subscriptions.

How Do You Get a Subscription?

Single User Subscriptions are purchased online.

Just put one into your cart and check out.

Corporate Subscriptions are almost as easy.

You can also purchase your corporate subscription online for quick implementation. For other payment options, hit the "Contact Us" button on the site. Once your order is processed, we send you a special spreadsheet that you use to identify your users. You can update it at any time by emailing us a new copy.

Is a Single User or Corporate Subscription right for you?

A Single User Subscription is best when you only need access for one person. It can be the leader, and you can use the materials in a team setting (see the Terms of Use). But no one else on the team will have direct access to the Knowledgebase and all of the training benefits. A single user subscription is economical, whether you compare it to training, the cost of developing similar tools, or the beneficial impact it will have on your proposals. Single user subscriptions must be renewed annually, but renewals cost a lot less than the initial subscription.

A Corporate Subscription enables everyone in your organization to have on-demand access to the PropLIBRARY Knowledgebase. You maintain the list of who has access using a simple spreadsheet that you can update whenever you wish.

Corporate Subscribers also get special features. Corporate Subscribers can customize the PropLIBRARY Knowledgebase. You can hide anything that's not relevant, add your own stuff, replace our off-the-shelf material with your own customized content, etc. You can also customize the Proposal Recipe area, turning PropLIBRARY into a platform for easily managing your re-use library. You decide what your users see, and only your users have access to your material. It's a super-easy, super-economical way to launch an online proposal resource for your company.

Comparison

Type of Access	Cost	Renewals	Benefits
Single User Subscription	\$495 ea.	Annual, \$195	Gives your key person the tools they need to lead the team to a win.
Corporate Subscription	\$2500	None!	Provides access for up to 100 people for the price of only five (less if you consider renewals). Can provides access to PropLIBRARY to every person on every one of your pursuits, and improve the BD/Proposal capabilities of your entire organization. For more than 100 users, please contact us.

Do you have subscriptions for fewer than 100 users?

You can purchase several Single User Subscriptions to cover your staff or purchase a Corporate Subscription. We want our Corporate Subscribers to be able to cover everyone who might touch a pursuit now or tomorrow without having to think about the head count. This creates a price per user that's so low there's no room in our pricing for smaller headcounts. We did that on purpose so we wouldn't have to think about it, negotiate it, or make the decision complicated. Get a Corporate Subscription and you're covered — it's that easy if you have less than 100 users. If you have more, it's still fairly easy, but you have to contact us so we can give you an even lower price per user.

A few words about our pricing

You can compare our pricing to training even though PropLIBRARY is really more of a tool. Compared to training, PropLIBRARY is a much better value with more coverage, more takeaway value, and around the clock availability. You can't even roll out internal training for what we charge. We want PropLIBRARY to be priced lower than your other options.

One of the ways we achieve this is by staying web-based. Maybe one day we'll hire a sales force and launch a call center with "operators standing by." For now we're happy to offer an extremely good value that, by boosting the business development and proposal skills of your whole organization, can achieve the best ROI of your entire career.

Risk mitigation is a good thing

Not sure you're ready to commit to a Corporate Subscription? Then just purchase a Single User Subscription and put it to the test. PropLIBRARY automatically applies a credit for your Single User Subscription when you upgrade to a Corporate Subscription. If you're logged in as a Single User, the website is smart enough to automatically adjust the pricing for you.

Training and Support Options

PropLIBRARY is designed so that subscribers can put it to work all by themselves without any help. But because the needs of our enterprise customers vary, we also provide the following as options:

Options	Description	Details
Option 1	PropLIBRARY Customization Training and Guidance Online training to show and explain to your staff the customization features in detail and how to best make use of them in your environment.	8 hours of online meetings and hands-on support
Option 2	Monthly online meetings Facilitating continuous improvement to ensure you get the most out of our platform.	Up to 15 participants, scheduled for mutual convenience
Option 3	Onsite implementation guidance Training, customization, and hands-on support getting it right. Topics: <ul style="list-style-type: none">• Pre-RFP implementation• Proposal Content Planning implementation• Proposal Quality Validation implementation• BD & proposal metrics implementation	Provided by the day
Option 4	Baseline proposal assessment Application of specific quality criteria from our Knowledgebase to your previous proposals to identify strengths, weaknesses, and opportunities to improve your win rates.	Up to 300 pages of RFP/proposal content
Option 5	Draft proposal assessment Application of specific quality criteria from our Knowledgebase to a current proposal to determine whether it reflects what it will take to win.	Up to 300 pages of RFP/proposal content

These options above are typically provided for a fixed fee or price per day that includes travel (to make it nice and easy). Contact us through PropLIBRARY and we'll discuss them with you.

These options are only available to PropLIBRARY subscribers. PropLIBRARY is our core business and PropLIBRARY is about teaching people to win on their own. But if you need consultants to prepare your proposals, we would be pleased to make referrals to one of the consultants who also subscribe to PropLIBRARY.

What PropLIBRARY is like in practice

In a company that has PropLIBRARY, users can sign-in at any hour from any location with an Internet connection.

Then they can either work through the process, step-by-step, or they can jump to the topic they need to solve a problem or speed things up. They can post questions or comments, rate the content, and discuss best practices. They can view recorded online training that explains what they see.

If their company is a Corporate Subscriber, they can immediately dive into the off-the-shelf content. If one of the participants is a subject matter expert contributing to one small section, you don't have to worry about extra charges for them to be able to access PropLIBRARY and look for recipes, self-assessment tools, or guidance.

If the company is a Corporate Subscriber with some reuse and process materials of its own, then the users will see exactly what the company wants them to see. This will probably be a combination of our content and yours. The result is like an online proposal department that's much easier to establish than trying to configure something like SharePoint.

Proposal contributors can be technical, non-technical, writers, subject matter experts, editors, sales people, reviewers, or executives. Each of them can filter the content to just see the role they are playing. But everyone shares the same set of expectations and can anticipate what to do next. Nobody has to start from a blank page or make it up as they go along.

The wall that some companies have between pre-RFP pursuit and the proposal will start to disappear. Information will flow freely between them and you'll be able to achieve an information advantage and turn it into winning proposals.

Once you've grown accustomed to PropLIBRARY, you can start implementing metrics and turn the art of winning into a science. That's when you'll go from steady growth to taking off like a rocket. Bid decisions will be better informed and based on hard data. You'll know exactly where to focus to maximize your win rate.

About CapturePlanning.com

CapturePlanning.com, LLC, is the company behind PropLIBRARY. In 2008 we introduced the MustWin Process. In 2011 we made it part of PropLIBRARY and turned it into an interactive tool.

CapturePlanning.com is a major publisher of business development and proposal writing guidance. We have been proudly practicing disruptive marketing since 2001, and have served more than 7,000 customers ranging from tiny small businesses to 93 of the Fortune 100 companies. Our customers are located in more than 170 different countries. Our opt-in newsletter is distributed to more than 65,000 professionals.

CapturePlanning.com is a member of the Better Business Bureau and a participant in the BBBOnline Reliability Program. We have also been a corporate sponsor of the National Capital Area Chapter of the Association of Proposal Management Professionals (APMP) for the last five years.

To get a better sense of the quality of our materials, take a look at the hundreds of articles you can browse for free on our website. Those articles address the theory and foundations of our approaches, but don't include the checklists, templates, forms, and tools needed for implementation. They are just the tip of the iceberg of what we offer.

CapturePlanning.com has also been cited as a resource in undergraduate and graduate classes taught at schools like Purdue University, University of Nebraska, University of Texas at Austin, Georgia Southern University, University of Delaware, and Bridgewater College

For more information, either email us at info@captureplanning.com or call 800-848-1563