

PDS™ BAXTER STRATEGIES PROPOSAL DEBRIEF SYSTEM

Post-proposal analysis of wins and losses is one of the most important and yet most underutilized strategies for improving a firm's win rate. The natural tendency to start working on the next project after a win or to move on to the next opportunity after a loss effectively eliminates much of the valuable feedback that can improve sales. Obtaining critical information such as who the competition was, why the project was won or lost, what you did right and what could be improved, and identifying your most effective internal resources, can supercharge your proposal efforts and make them more effective.

Baxter Strategies Proposal Debrief System (PDS™) is a proven business process for obtaining the critical information contributing to proposal success and failure. The powerful PDS™ program integrates the best elements of in-depth personal interviewing and quantitative survey methodologies, and delivers its targeted information to you almost immediately via a powerful web based report delivery system.

BUILD A POWERFUL SALES PROGRAM WITH BAXTER STRATEGIES PDS™	
<p>Benefits</p> <p>Using the Baxter Strategies PDS™ System will enable your organization to achieve higher proposal win rates by...</p> <ul style="list-style-type: none"> • Identifying proposal best practices • Finding and correcting weaknesses in your proposal process • Fine tuning pricing strategies • Optimizing the use of sales personnel • Staying on top of emerging competitive trends • Presenting more compelling marketing messages 	<p>Action Oriented Focus</p> <p>The Baxter Strategies PDS™ system highlights the critical issues necessary to improve the proposal effort. The following are some of the issues covered:</p> <ul style="list-style-type: none"> • Key factors that caused the win or loss • Strength and weakness of the winning firm. • Impact of prior business or personal relationships on the selection process • What could be done better in the future • Future business potential of the account
<p>Comprehensive Process</p> <p>Our highly experienced executive interviewers combine the most powerful elements of in-depth interviews and quantitative surveys into comprehensive telephone discussions with key decision makers. During these discussions they examine every component of the proposal process including, but not limited to...</p> <ul style="list-style-type: none"> • Pre-proposal meetings • The written proposal • The oral presentation • The individual or team making the presentations • Pricing 	<p>Web Based Reporting Tool</p> <p>Our web based reporting tool delivers information almost immediately while the process is still fresh in the minds of the proposal team and feedback will have its greatest impact. Additionally, the speed of the reporting makes it possible to use the information in time to improve the outcomes of proposals currently in progress.</p> <p>Beyond PDS™ reports on individual proposals you may opt for expanded reporting across multiple proposals which will allow you to see how you are doing overall, region by region, and industry by industry. Reports are presented on-line, in a controlled access, highly secure environment.</p>

WHEN IT COMES TO PROPOSALS - WINNING IS EVERYTHING