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SMME Clinic Masterclass

The Psychology of Bidding

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Chief Win Strategist, nFold and Director APMP SSA

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SmartProcurement World

Clinic with Purpose

Putting you in control of your development

SMME CLINIC

Practical Business Remedies

WHAT'S PSYCHOLOGY GOT TO DO WITH IT?

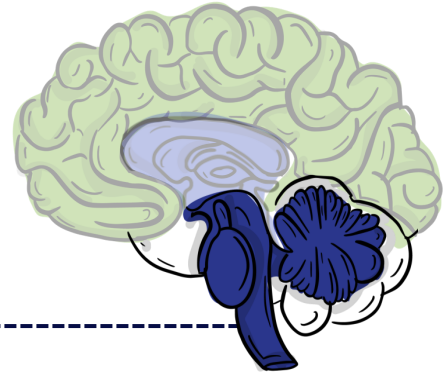
The basis of persuasion

"It took millions of years for man's instincts to develop. It will take millions more for them to even vary. It is fashionable to talk about changing man. A communicator must be concerned with unchanging man, with his obsessive drive to survive, to be admired, to succeed, to love, to take care of his own."

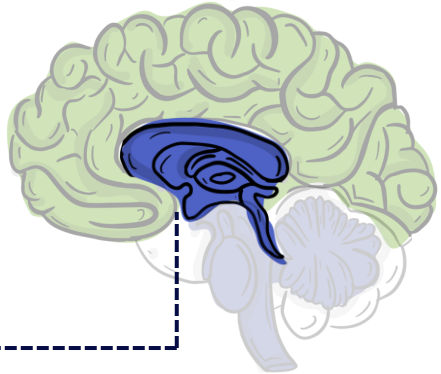
— William Bernbach (1911–1982), American advertising creative director

Three brains (Parts)

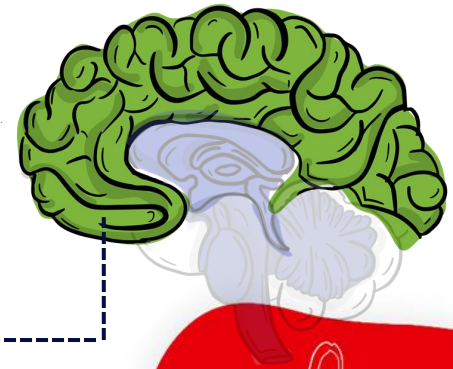
PRIMITIVE



EMOTIONAL

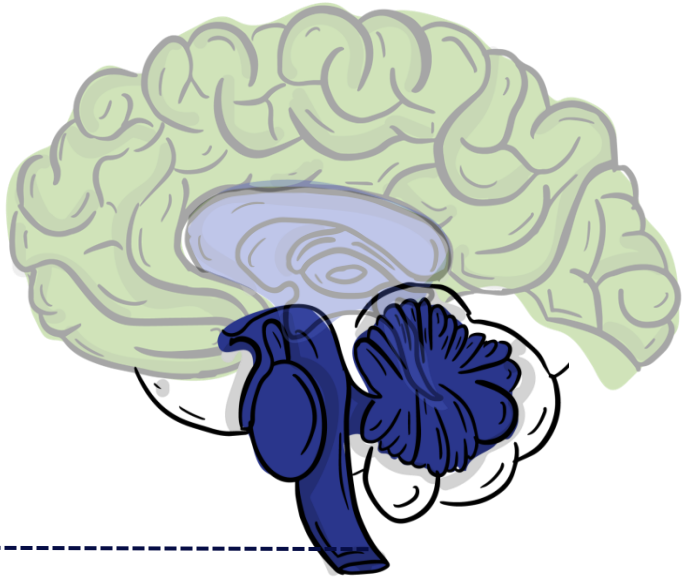


LOGICAL

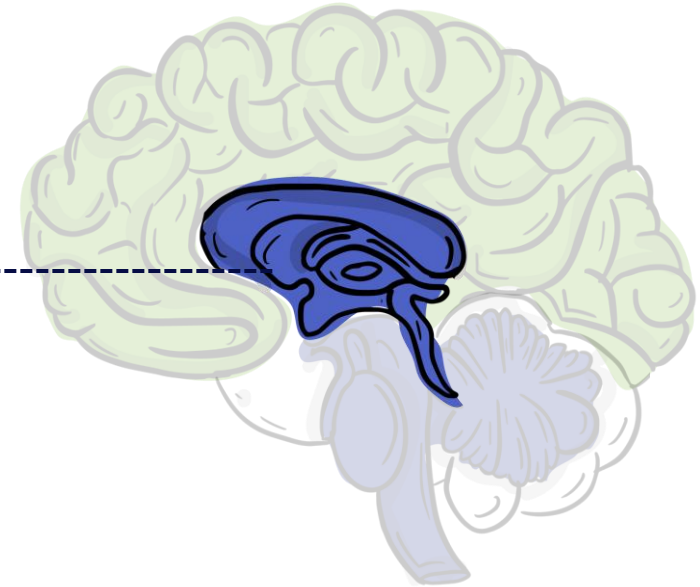


Three brains

PRIMITIVE



Three brains



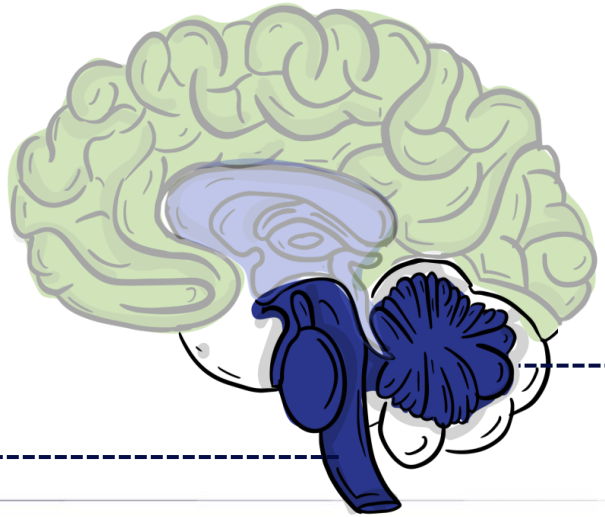
EMOTIONAL

Three brains

LOGICAL

The brain that rules them all

The Reactive Brain (Gut/Primal)



- Pain
- Gain
- Like

Why their story matters here?

Pain = relevance → the primal brain stops scanning and starts paying attention.

Gain = hope → the emotional brain becomes invested.

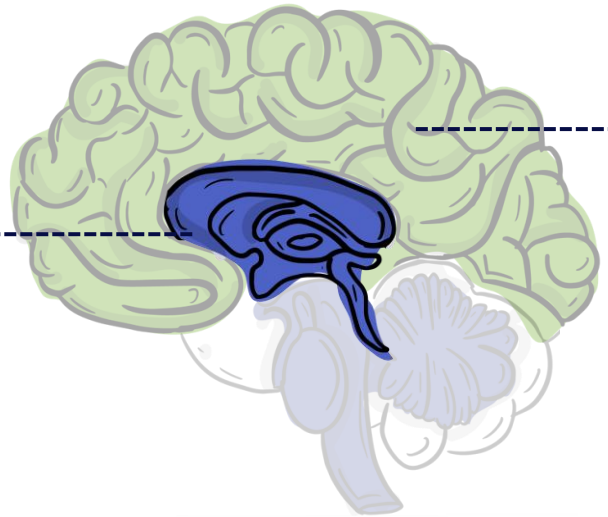
Ease = clarity → you reduce cognitive load and make the reader feel safe.

Child-focused care helps kids get treatment that's right for them, not their grandparents. With our dedicated specialists with years of additional pediatric training, equipment specifically designed for kids and streamlined care, we can help your child bounce back in no time. So the next time your doctor recommends a specialist, ask to see a pediatric specialist. For more information, visit us at **www.choa.org**

Children's®
Healthcare of Atlanta

Emotions rule the win

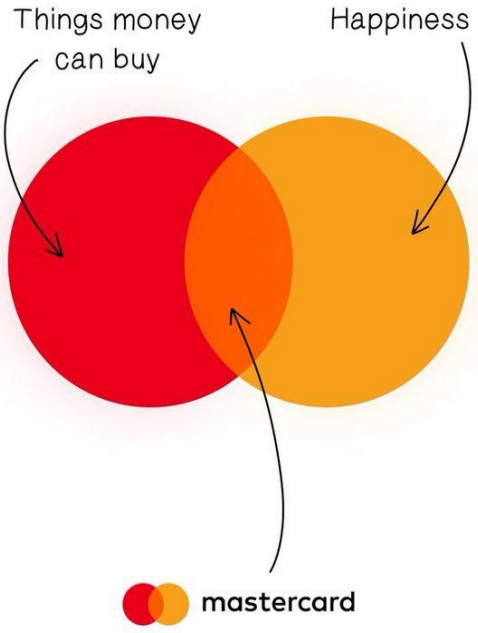
The Emotive Brain (Heart)



- Stories
- Words and visuals
- Customer focus

Why story matters here?

- It creates familiarity
- It mirrors lived experience
- It reduces cognitive effort
- It emotionally anchors your value



Why visuals matter here?

- The emotional brain processes images before words
- Visuals reduce reading fatigue
- Visuals create meaning quickly
- Visuals anchor feelings (trust, confidence, clarity)

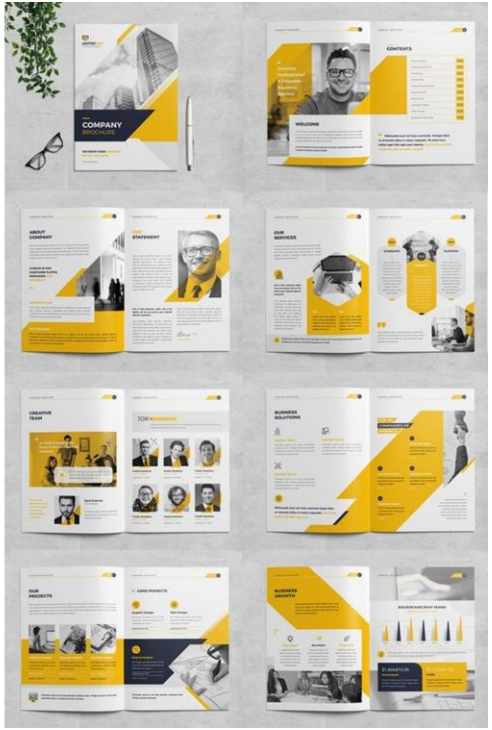
93% OF CONSUMERS SAY THAT VISUAL APPEARANCE IS THE KEY DECIDING FACTOR IN A PURCHASE.

- KISSMETRICS


Business Proposal
About our company
Success
It's our only way
our only goal...
Our employees
23%
77%


Corporate Brochure
OUR VISION YOUR FUTURE
*.Indd
*.Idml
*.Inx
A4
US Letter
OUR VISION YOUR FUTURE
60%


PROPOSAL

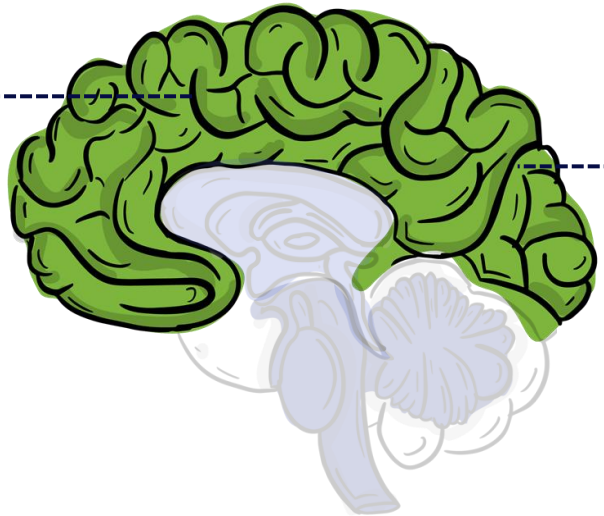

COMPANY BROCHURE
CONTENTS
WELCOME
ABOUT COMPANY
STATEMENT
OUR SERVICES
CREATIVE TEAM
BUSINESS SOLUTIONS
OUR PROJECTS
BUSINESS GROWTH

EMOTIONAL RESPONSE TO VISUAL CONTENT CAN INFLUENCE A CONSUMER'S INTENT TO BUY BY UP TO 80%.

- PSYCHOLOGY TODAY

Justify to satisfy

The Logical Brain



- Evidence
- Tangible value
- ROI

Use compliance

- Do you meet ALL the proposal and evaluation criteria?
- All forms must be completed, questions answered and submitted in the stated formats.
- Follow the instructions.
- First step towards winning bids.

“If you think compliance is expensive, try non-compliance.”

PAUL MCNAULTY

Use Structure

- Evaluators/Buyers are people, too.
- Don’t make them work to find the information they are looking for.
- Structure ensures:
  - Clarity and persuasion
  - Clear and logical manner
  - Efficiency and focus
  - Key messages are highlighted
  - Focus on the most critical aspects
  - Professionalism and credibility
  - Capable, reliable, and serious about delivering quality outcomes

BEAL AND HARLOW

INSPIRING SUCESS

Grant Proposal Prepared for Centurion City State

MAY 2024

PRESENTED TO
Wilhelm Ballard

PRESENTED BY
Francisco Andrade

TABLE OF CONTENTS

BEAL AND HARLOW

Tip: Click links to go to a different page inside your presentation. Links work best for pages like this one!

How: Highlight text, click on the link symbol on the toolbar, and select the page in your presentation that you want to navigate to.

Kindly delete this note after editing this page. Thank you!

Grant Proposal

ABOUT BEAL AND HARLOW

Business proposals are a key element in expanding the scope and reach of your company, no matter what industry you're in. All you need to do is elaborate on your ideas using facts and other relevant details that you can gather to back up your statements.

Most business proposals begin with a background of the brand or company. You can include your logo, a few photos, a brief explanation of your goals, and even a short anecdote about your beginnings. Make sure everything is clear to your readers or potential customers. Afterwards, focus on your main purpose. It's best to create an outline that lists the who, what, why, where, when, and how of your business or project. From there, you can go into the details. The bulk of your proposal should include things like a list of services, logistics, and pricing. Add examples for a clearer picture, and include graphs and charts if you need to present data. It also helps to include testimonials from former clients, giving your readers a better look at your brand.

To complete your proposal, add your business' contact details so your clients know where to reach you. You can also include a call to action, while emphasizing the quality of services that you can offer. Finally, end your business proposal on a memorable, but professional note.

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GOALS FOR THE QUARTER

Write a short description explaining what this page is about

Write Goal #1

50%

Metric: 50% increase in online revenue by the third quarter of 2025.

Write Goal #2

35%

Metric: 35% growth in profit in by the half -year period.

Write Goal #3

10%

Metric: 10% decline in operational expenses by the third quarter of 2025.

Project proposals are outlines that describe the steps being taken to complete a project. It can be used in practically any industry, as long as it contains all the important details. This includes the research behind the project, the basic idea and its relationship to the brand, and what needs to be implemented to achieve the project.

A good way to start your project proposal is by summarizing your idea. List the reasons behind it, the people involved, your own involvement, and how much the overall project will cost. Add your objectives and pay particular attention to the problems you're trying to solve with your idea. Next, figure out how you're going to accomplish your goals.

Write down the steps you're planning to take, the people you'll be working with, and the estimated time of completion.

PROPOSED BUDGET FOR FISCAL 2025 PROJECTS

Project and Initiative	Value	Percentage
Outsource third-party advertising team	$456,000	44%
Research and development	$456,000	44%
Staff expansion and onboarding	$123,000	12%
TOTAL	$1,035,000	100%

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It's also important to include a visual component in your proposal. This can be done with charts and photos, as long as they relate to your idea and make the proposal easier to understand. You can also feature your budget and other computations. When you've completed your proposal, make sure to summarize all your main points in the conclusion.

CASE PROJECT

01

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam id interdum velit. Nulla vitae augue sed lectus finibus pharetra. Morbi semper libero eu hendrerit vestibulum. Donec ut bibendum turpis. Aliquam quam neque, feugiat sit.

90%

Milestone passed in less than 1 year

75%

Projects done before the deadline

80%

The marketing team achieves growth ratios

SOLUTION TIMELINE

01 PHASE — **January**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla m id interdum velit. Nulla vitae augue sed

02 PHASE — **February**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla m id interdum velit. Nulla vitae augue sed

03 PHASE — **March**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla m id interdum velit. Nulla vitae augue sed

04 PHASE — **April**
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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam id interdum velit. Nulla vitae augue sed lectus finibus pharetra. Morbi semper libero eu hendrerit vestibulum. Donec ut bibendum turpis. Aliquam quam neque, feugiat sit amet nutrum.

WORK WITH US TO WIN MORE!

Olivia Wilson

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam id interdum velit. Nulla vitae augue sed lectus finibus pharetra. Morbi semper libero eu hendrerit vestibulum. Donec ut bibendum turpis. Aliquam quam neque, feugiat sit amet

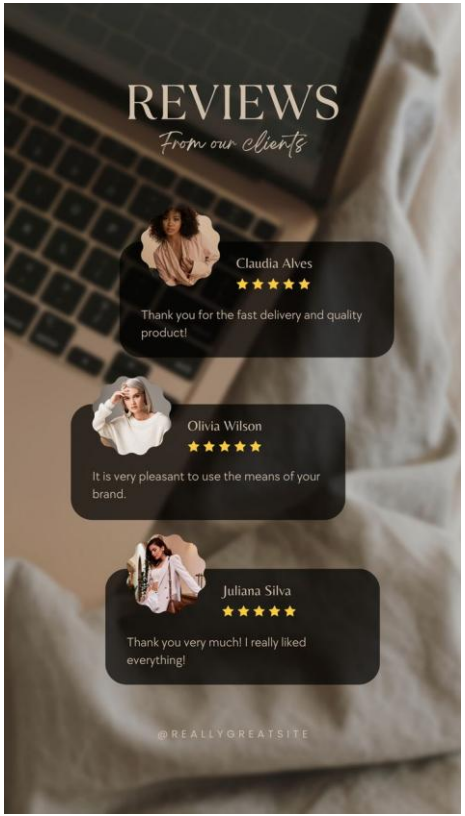
Easy ways to structure for success

- Index
- File numbering
- Dividers
- Document numbering
- Headers & footers
- Page structure
- Visual vs. verbal communication
- Visual ease
- Graphics
- White space
- Headings
- Callout boxes
- Icons
- Bullet points (limit)

Prove your value

- Case studies
- Testimonials
- Quantified outcomes
- Compliance tables
- Project plans
- Risks + mitigations

Proof = “Trust us, your choice is rational.”



Writing Proposals the Brain Loves

1. Speak to the Primal Brain

- Lead with the client’s pain
- Make the value clear fast
- Signal relevance in the first 30 seconds

Writing Proposals the Brain Loves

2. Win the Emotional Brain

- Tell stories that show impact
- Use visuals to drive meaning
- Paint the “better future” you enable

Writing Proposals the Brain Loves

3. Justify to the Logical Brain

- Use structure to create calm and order
- Make compliance easy to verify
- Add proof points that validate the choice

It is all connected

"If you want to know how to sell more, then you better know why customers buy."

— Steve Ferrante

With great power…

Proposal Success Plan

…Comes great responsibility

RESOURCES:
Paul MacLean, Neuroscientist; Robert Morris Sapolsky, Neuroendocrinologist; Karen Jensen, ND; Robert B/ Cialdini, PHD; Dr. Tom Sant, Jon Williams, Strategic Proposals

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