

The Contrarian's Guide to Standout Proposals

ACEC Alabama

WebSeries

June 16, 2021

10:30 - 11:45 am CST

via Zoom



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ABOUT THE SESSION: The first goal of writing a winning proposal is to be different. You'd hardly know that by looking at our proposals; they're mostly all alike! Despite our advocacy for qualifications-based selection, firms rarely find a difference in their qualifications. You have to look elsewhere. This webinar will help you find your difference and present it in compelling fashion in your proposal.

Our instructor Mel Lester will outline the strategy he crafted as the corporate proposal manager for a national environmental firm, where he compiled a 75% win rate for over \$300 million in new fees. He has since brought this approach to several firms as a consultant, with similar results. The five success strategies we'll discuss are:

1. Never trust the RFP
2. Focus on outcomes and strategy
3. Highlight the client experience
4. Humanize the proposal narrative
5. Make your proposal skimmable

Join us for both strategic insights and practical tips for making your proposals stand out from the crowd.

ABOUT THE SPEAKER: **Mel Lester**—aka BizEdge, is a management consultant, trainer, and contrarian strategist helping firms improve business performance through better leadership, business development, client service, project delivery, safety, and employee engagement. Mel has spent his entire 40-year career working for and with engineering, architectural, and environmental consulting firms. Prior to entering his business practice, he spent a decade with RETEC, a highly successful national environmental firm (now part of AECOM). Mel feels blessed to serve in several roles for RETEC: Director of Organizational Development (leading various strategic initiatives), Director of Corporate Communications, Human Resources Director, Colorado Operations Manager, Corporate Proposal Manager, Quality and Service Improvement Manager. Before RETEC, Mel spent several years in business development roles for national and regional A/E and environmental firms, with ten years of civil engineering design experience (albeit in the pre-computer era!). He's been a speaker at many industry conferences and has conducted numerous webinars and onsite seminars. He's written over 300 articles that has been featured in various print and online publications. Mel states that his greatest reward is simply to have the opportunity to help others.

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ACEC/Alabama WebSeries Registration Form

RETURN TO: rcasillas@aceca.org

CHECKS MAY BE MADE PAYABLE TO: ACEC Alabama

Member Rate: \$50 Non-Member Rate: \$75

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Cancellation Policy: *Payment must be received in full by **April 11, 2021**. Please consult a tax professional for advice on the deductibility of your expenses. After this date, refunds cannot be granted due to contractual obligations and guarantees; however, substitutions are welcome. All requests must be received in writing.*

**REGISTRANTS WILL BE EMAILED THE ZOOM MEETING LINK via OUTLOOK.
PARTICIPANTS WILL RECEIVE PDH CERTIFICATE ONCE MEETING IS CONCLUDED.**

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